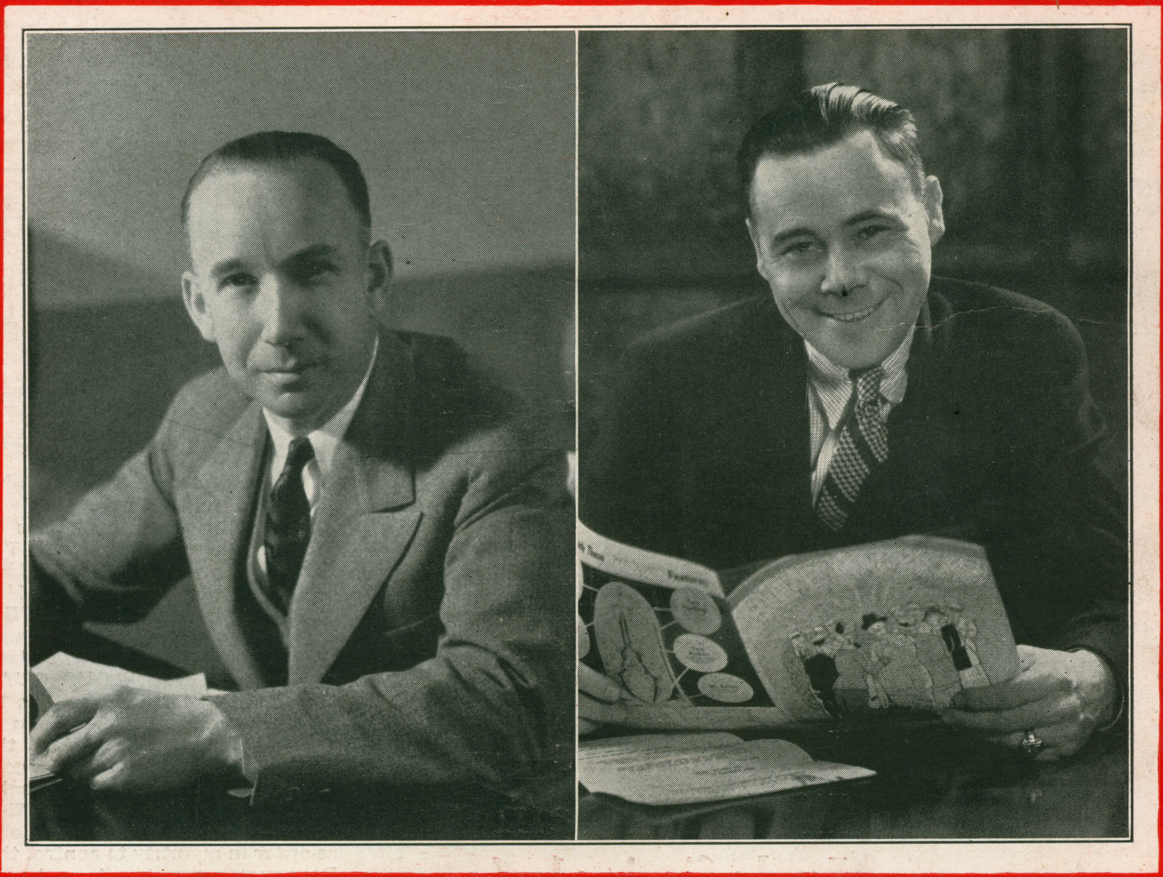
Pacific Coin Machine

THE Review

Vol. 2 THE NATIONAL MONTHLY NEWS MAGAZINE OF THE COIN MACHINE INDUSTRY No. 8



H. L. STUART J. C. McCLELLAND

February 1935

● ANNUAL CONVENTION SPECIAL ●

6 ASTOUNDING *Money*

These Splendid Games Now Startle the Amusement World . . .

The New CHIEFTAIN

. . . PACIFIC LEADS WITH YEAR-AHEAD FEATURES

A New Key-Note has struck in the Coin Machine Industry. The Old Order of "Keeping Pace" with Competition is now supplanted by a Marked Advance toward "Keeping Ahead." The Policy of Pacific in Anticipating that which the Public is going to demand—with proper fulfillment, all in due time, is reflected in these products that prove this policy of "Looking Ahead" an advantage to all concerned.

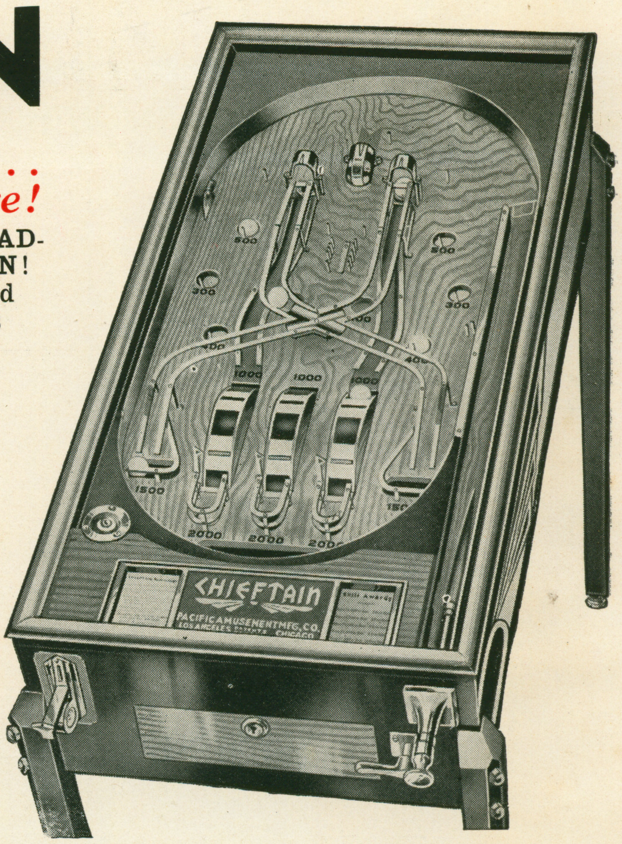
Sincerely yours,
FRED C. McCLELLAN, Pres.,
Pacific Amusement Mfg. Co.

More Variety of Ball Animation . . . NOTHING LIKE IT Ever Before!

OPERATORS: Here's a game that's **YEARS in ADVANCE** of anything today — the New **CHIEFTAIN**! Imagine the thrill of balls racing along Upper and Lower Runways — Riding over Reels to Higher Scores — with Red, Green and Blue Lights flashing and matching to round out a system of scoring that's never been equalled before. But **LOOK**! A ball in the **CHIEF** Skill Hole out in front keeps the Reels turning and Lights flashing — **THEN** — A ball over the Contact Spring elevates others to Upper Runways and into the 1500 Holes. It's a foregone conclusion — The **CHIEFTAIN** possesses so much combined Ball Animation —such stupendous **DOUBLE SKILL** Scoring Opportunities for players—You're going to find it a **RICH INCOME** Producer —Center of Attraction wherever you go.

Order your CHIEFTAIN Now!

It'll pay you for months...even years to come!



Designed
and
Originated
by
Pacific
●
PATENTS
PENDING

Announcing A New ALL-SKILL LITE-A-LINE for the COUNTER

●

The Same
Dazzling
Methods
of
Scoring!

Gets the Very
Best of
Locations—
Holds Them
Indefinitely!

A New BARGAIN Size: 26" x 15"

Opportunity Beckons Anew with

LITE-A-LINE

Read...*Grasp Its Importance*...ACT!

LITE-A-LINE has been produced in limited quantities in the larger table size game only. Its Money Making Appeal is known and conceded to be GREAT—for LITE-A-LINE easily earns from three to SIX TIMES the income of average table type games. However, the cost of production has held LITE-A-LINE outside the reach of many operators until now. Here's the BIG NEWS! LITE-A-LINE is now being made in TREMENDOUS QUANTITIES in its New COUNTER SIZE with a Brand-New ALL-SKILL Playing Field — Twin Score Boards — Two Coin Chutes—and ALL the BIG PROFIT-producing features of the larger game. Its new low price puts it within reach of every operator. Order this New LITE-A-LINE without delay—Place it out on location at once. Then re-order in quantity to control the Heaviest Cash Revenues your territory has ever produced.

Be Sure to See These Remarkable Machines at the Coin Machine Show — Or

PACIFIC AMUSEMENT

4223 West Lake Street
CHICAGO, ILLINOIS

PACIFIC COIN MACHINE REVIEW for February, 1935. Vol. 2, No. 8. Published monthly at 1113 Venice Boulevard in Los Angeles, California, by Paul W. Blackford, editor and publisher. Subscription rate: $1.00 per year, 25c per copy. APPLICATION IS PENDING FOR ACCEPTANCE UNDER ACT OF JUNE 5, 1934.

Makers! The BIGGEST Combination VALUE Ever Offered To Alert Operators!!!

You'll Find Them One and All, A Purchase of REAL PROFITS!

TIME

A Score Advancing – Chime Strikimg Game That's Lavish with Rich Returns

- Automatic Repeat Kicker Sends Balls to Higher Scores again and again.
- Resounding Chimes Denotes player's success — Fascinating Musical Notes everyone likes to hear.
- The Whirling Hand—Takes balls for "Spin" to Higher Scores. More Action and Speed than ever before.
- Progressive Scoring—Real Skill Shots with balls advancing in an uncanny manner.

Again Pacific scoops the Industry with **TIME** — a fascinating table game where **SKILL** combines with the erratic roving of balls that bound toward Higher Scores repeatedly. **TIME** — a machine that ticks off the nickels in a constant stream of profits—with every feature developed to the Peak of Perfection. **TIME**—with Chimes sounding the joyous news of a Great Success. It's an **ALL-TIME BIG MONEY** Operating Release — Proven by Actual Location Tests — An **ALL-TIME WINNER!**

Insist Upon A Big TIME Demonstration— See it at the SHOW — or Ask your nearest Jobber!

SYNCHRO

Another Mighty Pacific Product that's destined to lead the vast majority of Operators to Abundant Cash Returns—**SYNCHRO**—a machine that's simply "running wild" in Test Locations out on the Pacific Coast where studious minds have conceived the cleverest combined action ever injected into any amusement game. Make no mistake! Don't overlook investigating the splendid qualities of **SYNCHRO**! See it at the **BIG SHOW**—or write direct for **FIRST HAND** information on **SYNCHRO'S** record for producing Sustained Earnings over a long period of time.

Get Full SYNCHRO Details At Once!

● An Utterly NEW Number...So Radically DIFFERENT – and Intensely Intriguing – That We're Not Divulging Its Nature Here ... See it at our Private Suite – or watch for Public Announcement at an Early Date...!

A Rapid Fire Counter Game You Can't Afford to Pass Up...

FAST ACTION—Play Averages Less Than 15 Seconds Each Time—Over Two Hundred Plays per Hour—Cash Box Holds $100.00 in Nickels easily.

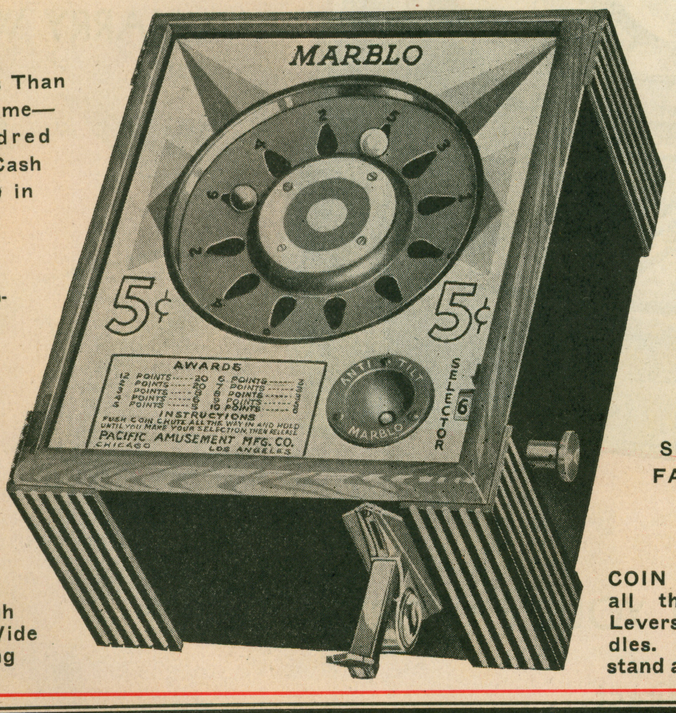
●

Percentage Properly Determined for Long Continuous Repeat Play.

ORDER TODAY!

●

SIZE: 6" High
9½" Wide
13" Long



A POINT SELECTING FASCINATING GAME

●

COIN CHUTE does all the work — No Levers or Extra Handles. Easy to understand at First Glance.

MARBLO

The very moment it appears—Watch the crowd of MARBLO fans that are immediately created. For MARBLO lets loose a world of lurid exciting action the instant a player chooses his "Point" and shoves the coin chute "Home." Twin Balls whirl —pop—pass and re-pass—to stop only when the coin chute releases—and settle into two numbered holes. The total corresponding to the point selected brings players to try again and again. The SPEED — COLOR — ACTION — Everything about MARBLO — is made to order for Sustained Play and Unceasing Appeal.

Write, Wire; Order from Your Nearest Distributor or Jobber Without Delay

MANUFACTURING COMPANY
1320 SOUTH HOPE STEET
LOS ANGELES, CALIFORNIA

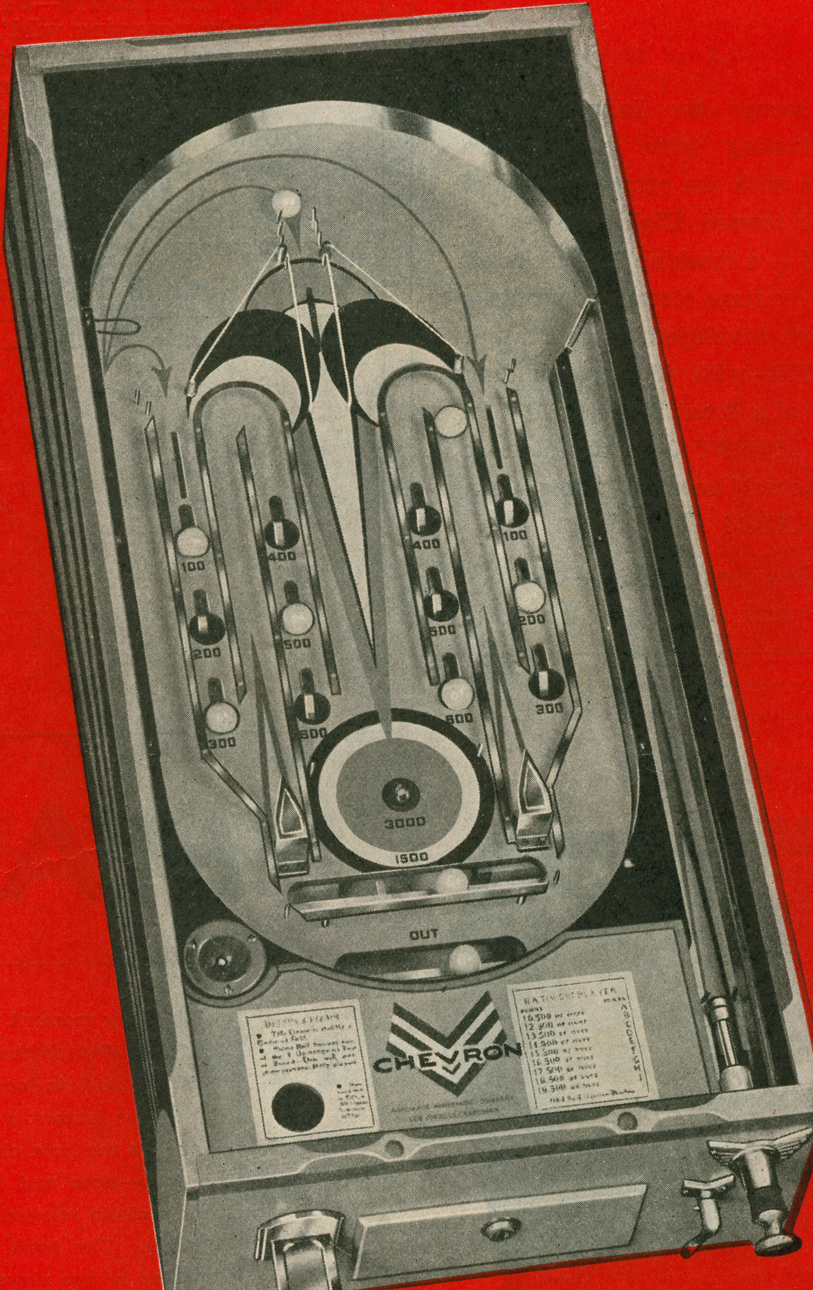
CHEVRON

THE PERFECT COUNTER GAME

Size:
17 inches x 35 inches

Price:
$33.00
F.O.B. Los Angeles

7-Day Guarantee
Money Refunded if
You are not satisfied
within 7 days


100
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OUT
CHEVRON

Plays as Smoothly
as a Senior Game

Rich in Color
and
Player Appeal

Built by
HARRY WILLIAMS

SEE **CHEVRON** TODAY AT YOUR FAVORITE JOBBER

or wire direct...

Automatic Amusements Co.

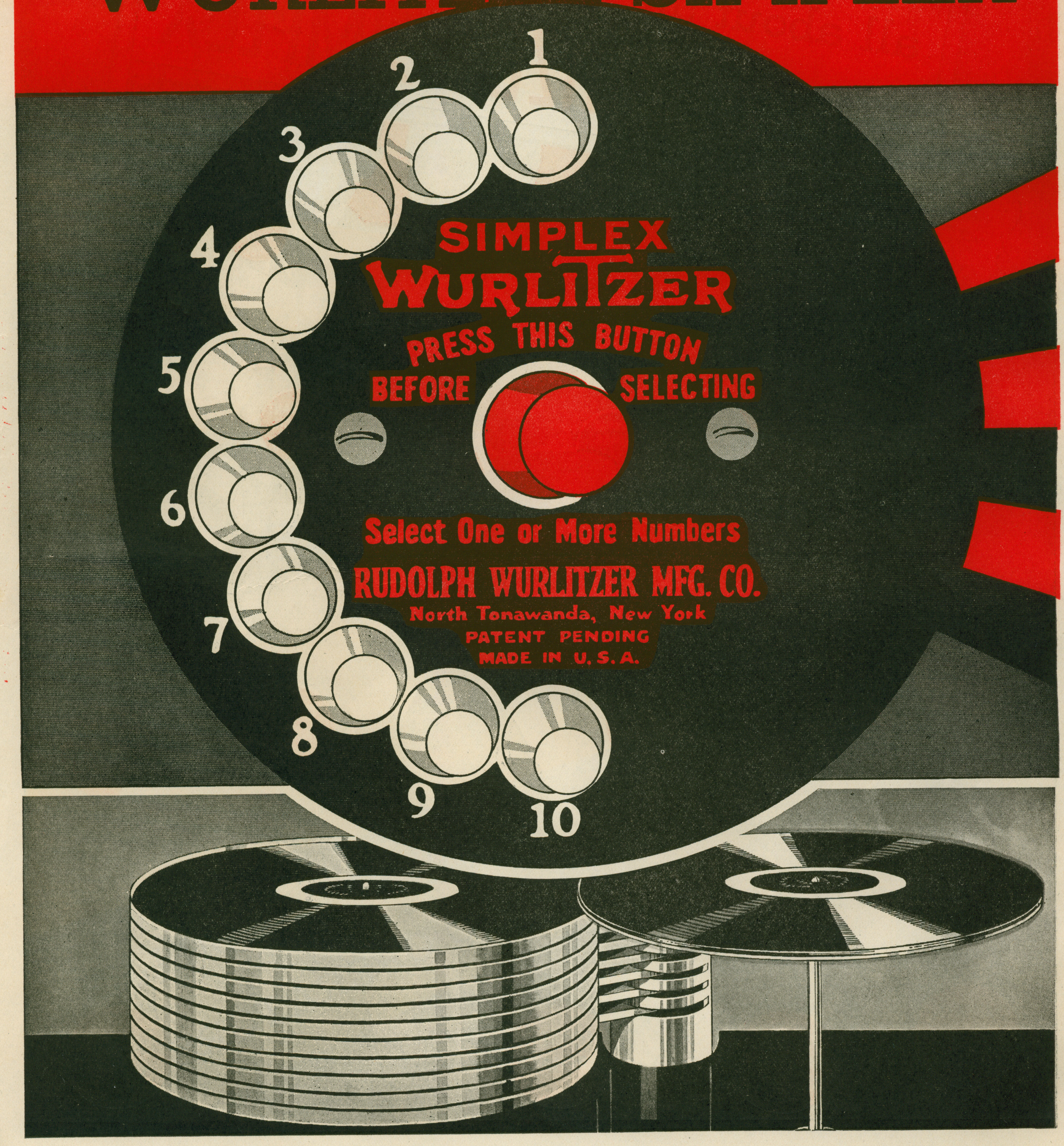
2534 West Pico Boulevard
Los Angeles, California

Homer Capehart and his men will be at the Show to tell you all about the MULTI-SELECTOR of the WURLITZER-SIMPLEX

R.Q. KRAMER COLO., N.MEX. UTAH, MON. WYO.
FIELDS WASH., ORE. IDAHO
BLEEKMAN ILL.
MADSEN CALIF. N.NEV.
E.H. PETERING
PAYNE OHIO, W.PA.
GUMMERSHEIMER ILL. MO
ROSENBERG ILL., NEB. IA., S.D.
MERCHANT IND., MICH. KEN. NW.O
LOCKWOOD NEW ENGLAND STATES
MOSSBARGER MINN. S.D. WIS.
MENDEZ LA., MISS. TENN., ALA.
O.F. KRAMER OKLA., KAN. ARK., W.MO.
CASS NY., N.W.PA.
SIMMONS SO.CALIF, ARIZ. SO.NEV.
DARWIN N.Y., N.J., DEL., MD., PA., VA.
HYDE FLA., GA., N.C. S.C., W.VA.
HOMER CAPEHART
DROLLINGER TEXAS

Homer Capehart will personally demonstrate to you the **MULTI-SELECTOR** of the

WURLITZER-SIMPLEX


1
2
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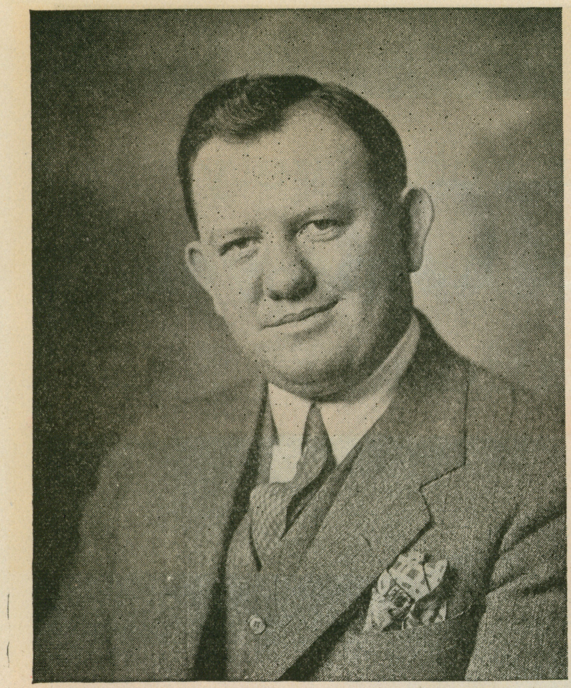
10
SIMPLEX
WURLITZER
PRESS THIS BUTTON
BEFORE
SELECTING
Select One or More Numbers
RUDOLPH WURLITZER MFG. CO.
North Tonawanda, New York
PATENT PENDING
MADE IN U.S.A.



Homer Capehart,
Vice-President of the
Rudolph Wurlitzer
Manufacturing Co.

THE BIGGEST MONEY-MAKING
FEATURE IN AUTOMATIC PHONOGRAPHS
ORIGINATED BY WURLITZER

FULLY SELECTIVE

Permits selection of
from 1 to 10 records
at a time

AN EXCLUSIVE WURLITZER FEATURE

IN PRODUCTION SINCE 1931

TRIED AND PROVEN

Why take Chances?

and don't forget - the WURLITZER-SIMPLEX
IS SOLD EXCLUSIVELY TO OPERATORS

**Meet Us
at the Coin
Machine Show!**

Booth Numbers 115-116

Special Demonstration
Rooms 1200, 1200-A and 1202—1212 inclusive

Not only does WURLITZER sell Exclusively to Operators, but WURLITZER helps you get the most Profitable Locations . . . . .

With a Barrage of Direct Mail Broadsides directed to the Leading Restaurants and Taverns.

By all means see the Multi-Selector on the Wurlitzer-Simplex in action at the Coin Machine Show. Watch it pick out and play from one to ten records in the order of their selection.

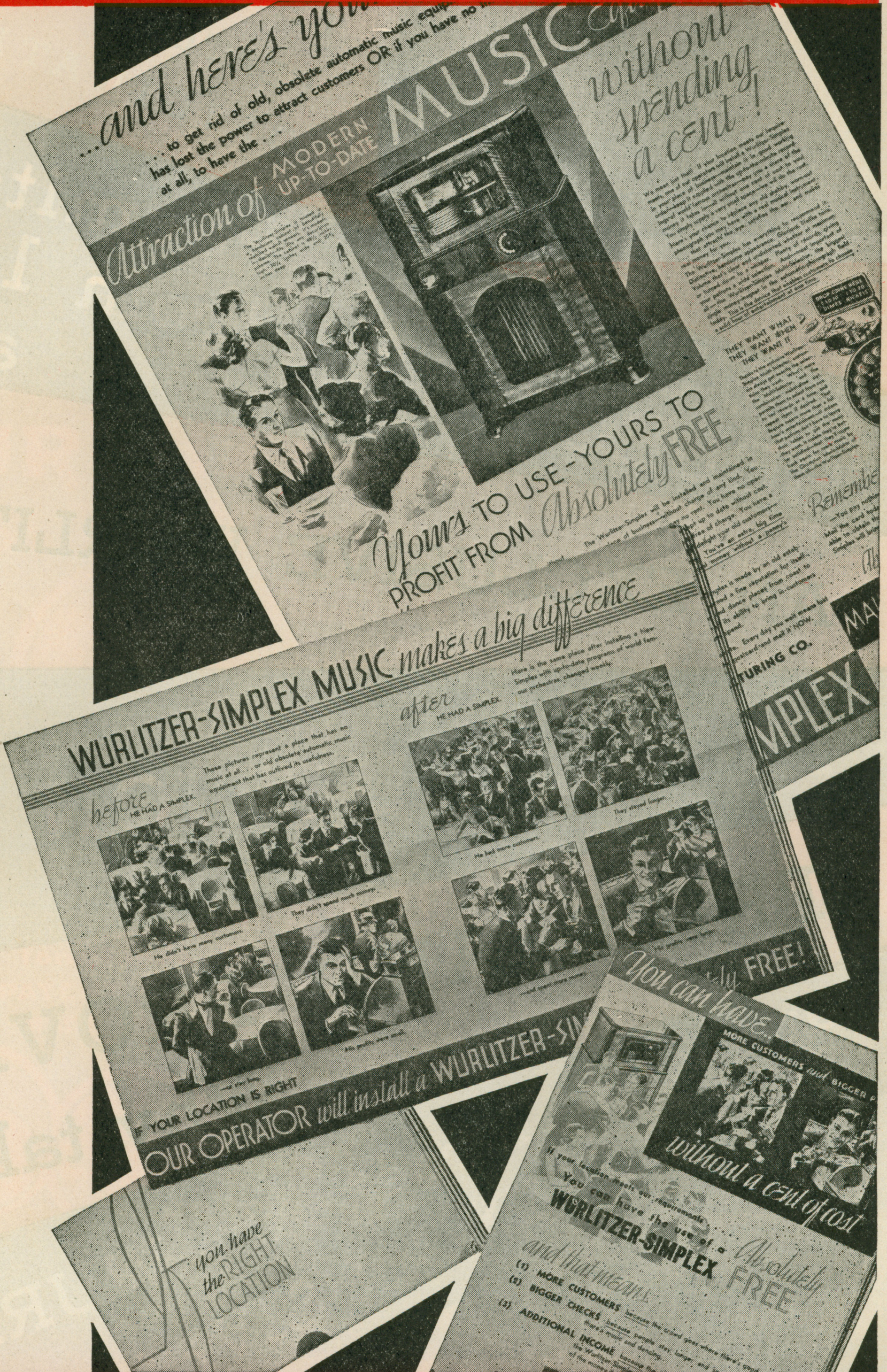
Think what this means! Pleasure seekers can select from one to ten records and have them played in the order they desire. Furthermore, they can have a selection of ten pieces repeated if they wish, because a dollar's worth of nickels and dimes can be deposited in the Wurlitzer-Simplex at one time.

No wonder the Wurlitzer-Simplex is the biggest money-maker in the automatic phonograph field. But, the Wurlitzer company is not content to give you an instrument that is beyond comparison in beauty—live talent tone and money making features.

Wurlitzer goes further . . . actually helps you line up the the most profitable "spots" by conducting an aggressive campaign of direct mail advertising to practically every desirable location in America for an automatic phonograph. The inquiries from campaigns, such as the one illustrated on this page, are turned over to you.

Write today for a complete outline of this cooperative plan that is helping Wurlitzer-Simplex operators make big profits.

The Rudolph Wurlitzer Manufacturing Co.
North Tonawanda, N. Y.



...and here's you

Attraction of MODERN UP-TO-DATE MUSIC

without spending a cent!

Yours TO USE—YOURS TO PROFIT FROM Absolutely FREE

WURLITZER-SIMPLEX MUSIC makes a big difference

before HE HAD A SIMPLEX

after HE HAD A SIMPLEX

IF YOUR LOCATION IS RIGHT

OUR OPERATOR will install a WURLITZER-SI

you have the RIGHT LOCATION

You can have MORE CUSTOMERS and BIGGER

without a cent of cost

WURLITZER-SIMPLEX Absolutely FREE

and that means:
(1) MORE CUSTOMERS
(2) BIGGER CHECKS
(3) ADDITIONAL INCOME

WURLITZER-SIMPLEX

The Biggest Money-Maker in the Automatic Phonograph Field

PAUL W. BLACKFORD
Editor and Publisher

Pacific Coin Machine
THE Review
25 Cents Per Copy
One Year . . . One Dollar

Publication Office:
1113 Venice Boulevard
LOS ANGELES
Fltzroy 8269

Published at Los Angeles, California, during the first week of each month for distribution to operators of coin controlled equipment from coast-to-coast and with a 95% coverage of the eleven states west of the Rocky Mountains

2c Cig. Tax Likely in Calif.

SACRAMENTO—If the wishes of Governor Frank F. Merriam are carried out the state legislature will place a tax of 2c per package on cigarettes.

Merriam asked the legislature to put through such a tax bill in his annual budget address before the members on January 22nd. "Such a tax," he stated, "would contribute considerably towards lifting the state out of the thirty million dollar quagmire it now finds itself in."

Passing of such a measure would mean that countless numbers of cigarette machines equipped to sell cigarettes at 10c and 15c would have to be junked in favor of machines through which it would be possible to sell cigarettes at uneven amounts.

●

Occupational Tax In Long Beach

LONG BEACH—Under the provisions of an ordinance passed December 29th and effective as of January 29, 1935, Long Beach operators are now required to pay a $50 per year occupational tax for the operation of pin games within the city limits. The $50 fee includes the license for one machine for one year and additional licenses for additional machines are available to the operator at $5 per machine.

●

● ON THE COVER ●

Among the first amusement game operators to recognize the earning power of the jumbo marble games, J. C. (Jack) McClelland and H. L. Stuart of the National Amusement Company have brought to the coin machine field the benefit of the knowledge they accumulated in helping to pioneer the large games in Los Angeles.

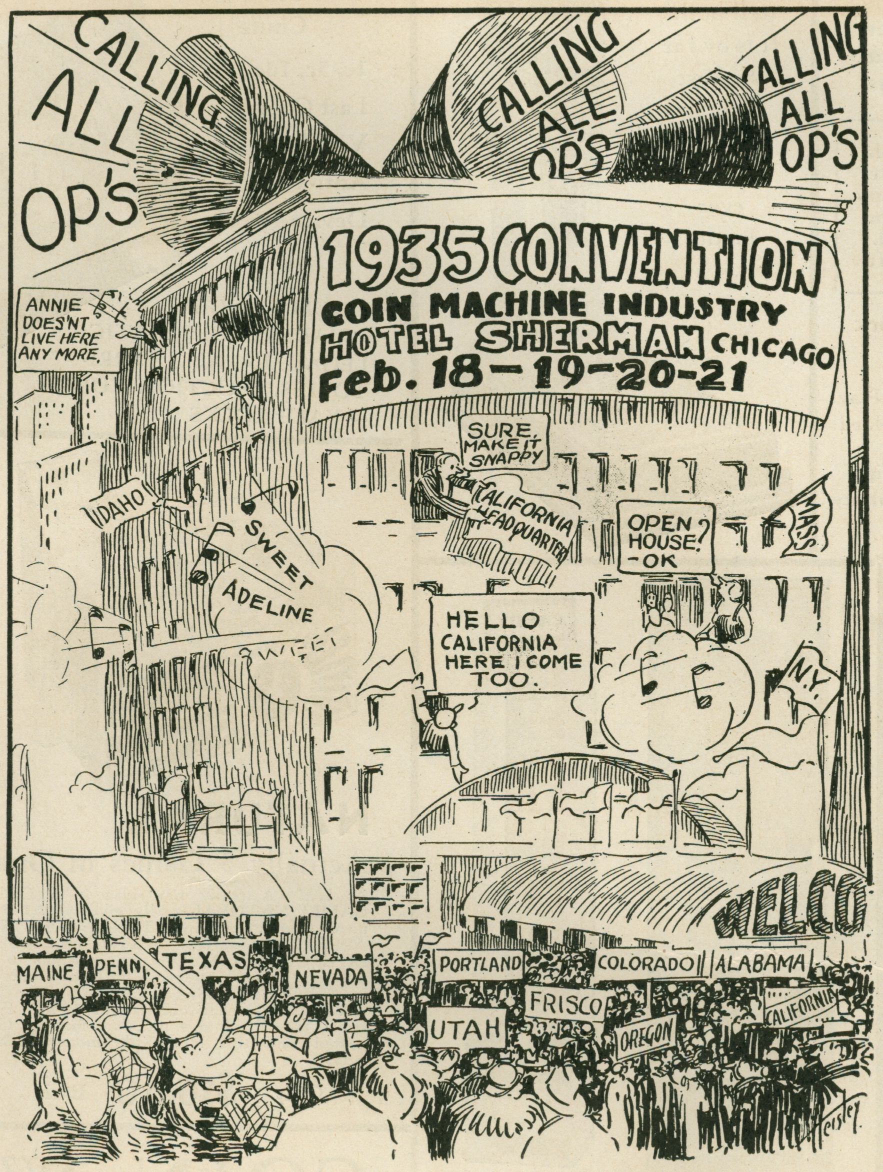
For many years before engaging in the amusement machine business, Jack McClelland was connected with the fire protection industry and was owner of his company. Mr. Stuart for a long period was associated with General Motors Corporation. Both brought to the coin machine industry a varied and valuable experience.

This handsome pair (look at the cover again) operated for several years under the name of the American Novelty Company. They became distributors in forming the National Amusement Company and met with exceptional success in handling coast-made games.

NATIONAL'S head office is at 1481 West Washington Boulevard, Los Angeles. Their increasing business on the Pacific Coast has necessitated the opening of a San Francisco office at 26 Ninth Street, a Portland office at 1227 West Morrison Avenue, and a Seattle office at 100 Elliott Avenue West.

This NATIONAL team of McClelland and Stuart has proven to be one of the most popular in the industry, and its success is reflected in its handling of the coast output of three factories, one in Chicago and two in Los Angeles.

● The Big Event of the Year ●



Digger Ruling For Baltimore

BALTIMORE—Instead of acting hastily on a ruling concerning the disposition of seven court cases over the operation in this city of the "iron-claw" or digger machines, State's Attorney J. Bernard Wells is undertaking a study of court dispositions and rulings in other large cities before he makes a decision.

Of eight cases, one went to trial and the defendant was found not guilty by a jury on the grounds that manipulation of the iron claw is a matter of skill rather than chance. Therefore action on the other seven cases was held up.

Wells said his studies would include cases in Philadelphia, New York and Washington.

French Editor To Visit Show

CHICAGO—Among the distinguished visitors planning to attend the annual show and convention of the National Association of Coin Machine Operators starting at Hotel Sherman February 18 is M. Rene Godin, author of *The Revue de L'Automatique*, national coin machine journal of France.

The French publisher will be on hand to study the American trade and to give American manufacturers information on the industry in France.

Convention Manager Joe Huber is arranging a special welcome for M. Godin and other foreign visitors.

All Space Sold For 1935 Show

CHICAGO—Latest reports from J. O. Huber, convention manager, indicate that all available show space in the Exhibition Hall and mezzanine floor of Hotel Sherman has been sold out and the general battle cry is "On to Chicago" for the 1935 annual convention and show of the National Association of Coin-Operated Machine Manufacturers.

That there will be some 85 exhibitors at the big event is proof enough that the 1935 show will surpass all others. In the middle of January there were only three booths left and there was such a scramble for them that Joe Huber had a job on his hands to keep from being accused of favoritism in selling the remaining space.

Free Auto Offered

Plenty of attractions are assured for operators attending the affair. One of the prime drawing cards is the offering of a brand new Chevrolet delivery sedan to some operator. The rules of the contest will be that the operator must purchase $50 worth of machines in order to qualify. Reason for this is to be certain that none but an operator gets the major award of the show.

Entertainment galore is promised for the show. The manufacturers are co-operating 100 per cent to make this side of the convention a huge success and have contributed $1500 for entertainment alone during the four days of the convention.

A record attendance is looked for from all parts of the country. Never in the his-

(Continued on page 21)

●

Seattle Studies License Problem

SEATTLE—Members of the city council license committee are conferring with Mayor Charles L. Smith and police officials before reaching a final decision on legislation for licensing of automatic game machines.

The committee has under consideration an ordinance levying a license fee on "marble and pin" games, some members favoring a $25 fee for each machine and others a $12 fee.

Police in this city have launched a campaign to free areas adjacent to public schools from penny-gum machines. Inspector W. B. Kirtley reports he has received complaints from parents that school children use their lunch money to play the machines, which release gum when a coin is inserted and occasionally a jackpot of tokens.

●

New Jersey Op. on Coast

LOS ANGELES—Paul O. Smith, operator of Ocean Grove, New Jersey, has been spending a few weeks on the coast looking over the coast-made games.

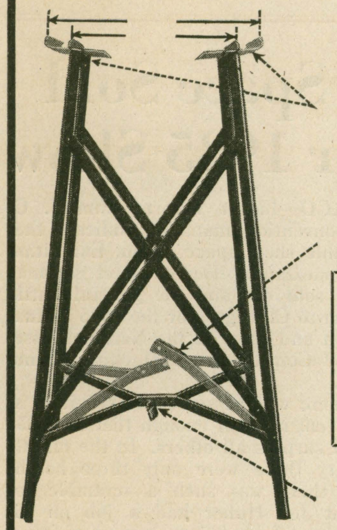
Smith expressed himself as surprised at the outstanding games made here and subscribed to *The Review* before leaving for home so that he might keep up on the new coast product for the next year.

MARCH FORMS CLOSE MARCH 5

The March issue will be the de luxe souvenir edition of the big show in Chicago. Every machine displayed there will be shown in THE REVIEW. Caricatures of the coin machine principals at the convention will be sketched by a REVIEW artist. Highlights of the show will be told in pictures operators will want to keep for months to come. Your ad in the March issue will be of lasting importance to you. FORMS POSITIVELY CLOSE MARCH 5 and, as usual, THE REVIEW will be in the mails on March 10th.

VIKING'S
NEW MODEL SLOT MACHINE STAND

MANY POSSIBLE ADJUSTMENTS



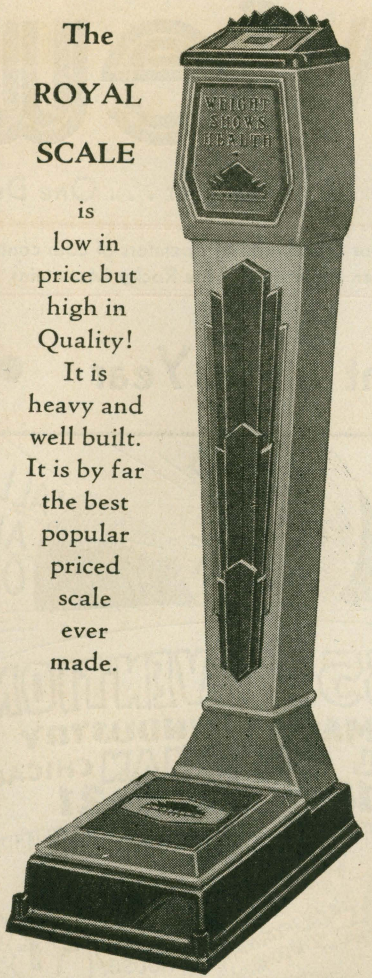
Fits Every Bell and Vender New King Locking Catch and Spreader Hold Machine Fast

Impossible to remove the machine when stand is locked. Ends theft.

Place Lock Here

1. No Ledge in Front to Interfere with Play.
2. Made of Best Steel, Riveted and Welded. (Weight 19 lbs.)
3. 40% More Stability, Thus Hard to Tip.
4. Reasonable Price, Due to Large Quantity Production.

The ROYAL SCALE is low in price but high in Quality! It is heavy and well built. It is by far the best popular priced scale ever made.



New DICE-O-MATIC Venders

The Thrilling Counter Game for Which Your Locations Are Waiting

Dice-O-Matic opens your spring season with a bang. Tremendous player response greets this modernistic dice game.

3 GAMES IN ONE
Many new, fascinating Reward Cards Triple your profits.

Roto-Matic Coin Chute

1c, 5c, 10c
Last Coin
Visible
Anti-Tilt
Device

•

GUM VENDER MAKES DICE-O-MATIC LEGAL IN ALL TERRITORIES. SUCTION CUPS —YALE LOCKS

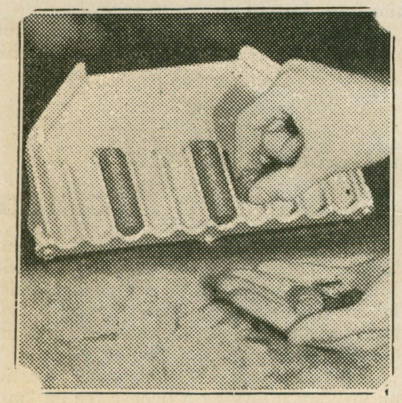
DICE O MATIC VENDER
DELICIOUS GUM

SIZE:
12x7x5"
Only 7 lbs.

$12.50 Each

Delivered to Your Door
1/3 Deposit With Order

COIN COUNTERS



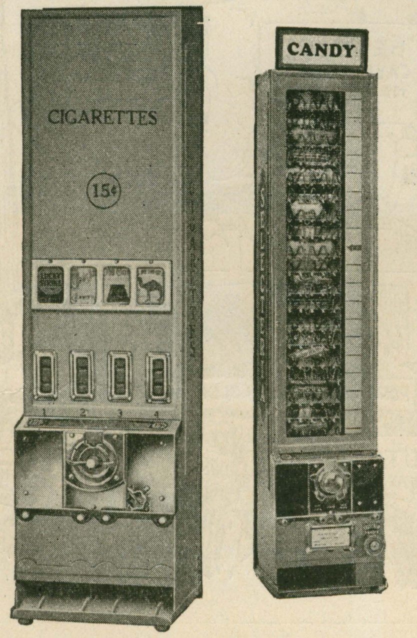
Penny Size:	Capacity	$5.00
Nickel Size:	"	12.00

Price: $1.75 each

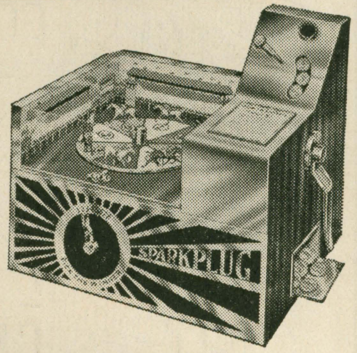
Penny Size:	Capacity	$ .50
Nickel Size:	"	2.00

Price 65c each

POSTAGE PAID
if remittance accompanies your order



SELECTIVE
Cigarette and Candy
VENDING MACHINES
Attractive, Low Prices quoted on application



SPARK PLUG

Automatic Mystery Payout

MOST SENSATIONAL Race Horse Counter Game ever made! SPARK-PLUG needs only about 1 SQUARE FOOT counter space, runs 125 races an hour, takes in $50 to $100 a day! Simple, cheat-proof, trouble-proof, NON-ELECTRIC mechanism.

LATEST IMPROVED MODELS

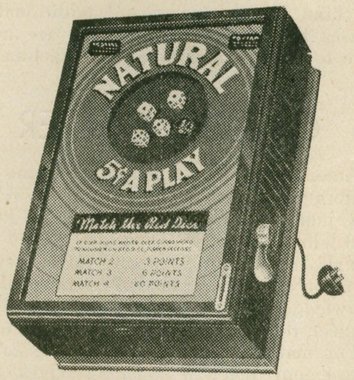
Only **$29.50** Each

NATURAL

Actually 3 Games in One!

At last! A really new idea in a DICE GAME! NATURAL really gives you 3 distinct games, insuring TRIPLE PLAYER APPEAL and at least 3 TIMES LONGER LIFE ON LOCATION! In addition to 3 different games, you get 5 different fronts—for CIGARETTES, BEER and TRADE AWARDS! Needs only about 1 SQ. FT. space, takes in 3 to 4 nickels a minute! Get started with this busy little money maker today!

Only **$18.50** Each



COIN WRAPPERS

TUBULAR AND FLAT
Penny, Nickel or Dime Size
$1.00 PER THOUSAND, POSTPAID
Cash With Order

Collection Record Books—Postpaid .... Ea. 7c

We have a COMPLETE LINE of NEW and USED COUNTER and PIN GAMES at VERY LOW Prices

VIKING SPECIALTY COMPANY

OUR SIXTH YEAR
At This Address

Distributors and Jobbers Exclusively
Phone: ORdway 6641

632 POLK STREET . . . . SAN FRANCISCO

EINAR WILSLEV, President
Residence Phone: UN-3852

References: Dun-Bradstreet's or The Review

All Machines and Merchandise Warehoused in San Francisco

● National News Notes ●

A GIRL operator is making a success of the coin machine business in Baltimore. She is Miss Dorothy Levinson, not yet 20 years of age, and every coinman in Baltimore is pulling for her.

●

Australia has proven to be a great market for many American products, and now there is a big demand in the Antipodes for American coin machines. Steven Bransgrove, well-known portrait painter, recently purchased a carload of used amusement machines to be shipped to Sydney, from where Mr. Bransgrove will operate them. Irving Manufacturing and Vending Company of New York handled the deal.

●

Joseph Fishman was guest of honor at a testimonial dinner given for him at the Congress Club in New York January 12 in recognition of his service for the operators' cause in the metropolitan area. Some 500 leading lights of the coin machine industry were in attendance.

●

Fun was poked at the attack of an English journal on American pin ball games as a menace to British theater box office receipts recently in *The Baltimore Sun* by Donald Kirkley, columnist. Kirkley effectively met in amusing fashion the arguments of the English magazine, *The Era.*

●

Operators' wives will flock to the Chicago show and convention this month if they heed the advice of Mrs. L. W. Ashbrook of Lawton, Okla., wife of the president of the Oklahoma operators' association. Ladies add dignity to the show, says Mrs. Ashbrook, and she expects to have lots of feminine company when she visits Chicago.

●

A royal welcome awaits convention delegates who visit the Stoner Manufacturing Corporation plant at Aurora, Ill., while they are in Chicago this month. Ted and Harry Stoner have invited visitors to avail themselves of the firm's courtesy car service between Chicago and Aurora.

●

Milton R. Atlas, who successfully handled the campaign for a Detroit city ordinance on skill games as attorney for the Skill Game Operators' Association, has been appointed assistant prosecuting attorney for Wayne county, Michigan. Atlas said he believed his appointment would be beneficial in helping to clear up the Detroit situation for operators. He declared he intended to see that the operators' code was lived up to. Harry J. Solomon, partner of Atlas, will become attorney for the association.

●

Harry Plissner, well-known New York digger operator, plans to represent the Star Machine Manufacturers, Inc., in the state of Texas.

●

After personally watching a demonstration in open court of a baseball type of pin ball game, Judge Harry Steiner of Honolulu ruled that skill is a dominant factor in such amusement devices and thereupon dismissed the case against a beer garden proprietor for operating the game.

Three new vending machine and amusement device corporations were granted charters of incorporation in the state of New York recently, as follows: Pleasure Bar Corporation of New York, Acme Vending Company of New York and Coin Vending Corporation of Albany.

●

Earl Reynolds, distributor of Dallas Texas, reports he is receiving more orders than he can fill and that business was never so good before at this time of the year.

●

The United States District Court for the eastern district of Texas recently used convincing words in issuing an order restraining law enforcement officers from seizing or confiscating amusement devices.

●

"Hot dog, dat's sure hot music now, ain't it?" observed a dusky resident of Miami, Florida, recently in looking over the charred remains of an automatic phonograph in the ruins of a building which burned down in the Negro section of Miami.

●

Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan, is reported to be convalescent at his Detroit home after an illness of two weeks.

●

Bloomfield, New Jersey, has been opened to pin games and operators are placing many machines in the city, according to word from Frank Hart of the Eastern Machine Exchange in Newark.

●

L. B. McClellan announces that O. H. Higgins is taking over the management of the Pacific Amusement Distributing Co. in Nashville, Tenn., for the states of Tennessee, Alabama, Georgia and Florida. Mr. McClellan is going to St. Louis, Mo., to open a branch of the firm there.

●

Another operator turned jobber is Sam London, who announces the opening of the Milwaukee Coin Machine Co. at 2268 No. 38th Street, Milwaukee.

●

K. C. Novelty Co., Inc., for a number of years in the wholesale premium business in Philadelphia, has opened a pin game jobbing department.

●

From Tahiti, in the South Seas, came an order for a pin game recently to Charley Lichtman, president of the New York Vending Machine Co. of New York City.

●

Sam Heard Jr. of the Lone Star Coin Machine Co., Wichita Falls, Tex., and Miss Gertrude Taylor of Amarillo are receiving congratulations on their wedding January 1.

●

Marble game operators of Fort Worth, Texas, have joined with the Parent-Teacher Association to bar minors from playing marble games and to prevent the placing of machines near schools.

●

The Atlas Coin Machine Co. was to open a jobbing office at 413 South 20th Street, Philadelphia, about the first of February.

Among the active operators of New Mexico are Melvin Klopanda of Roswell, A. J. Hudson of Toas, M. J. Hannan of Santa Fe, H. W. Lacy of Silver City and the Southwest Vending Co. of Raton, which recently moved in from Texas.

Coin machine men in Illinois were concerned over a proposal by state officials for issuing tokens of a value of three mills each for payment of the state sales tax. Tokens have caused trouble for operators by finding their way into machines.

●

Grocer: Here's your fly paper. Anything else?

Rastus: Yes, suh; Ah wants about six raisins.

Grocer: Do you mean six pounds:

Rastus: Naawa, suh, about six, jes' enough fo' decoys.

Western Enjoying Heavy Business

SEATTLE—That business is improving in the Pacific Northwest is a certain fact when one stops to consider the statement of H. J. Wolcher, of the Western Distributors, that "since we have taken over this business from Mr. Roberts we have more than trebled the business and business is becoming better every day."

The Western has just taken an additional five thousand feet of floor space for workshop and warehouse and have added to their business a paint shop where they are painting old games and sending them out looking like new for out-of-town trade.

Pin Games Built Into Bar; Novel Idea in Restaurant

NEW YORK—The bagatelle bar, in which pin ball games are installed as effective vendors of liquid merchandise, is proving to be a novel and successful innovation in the Flying Trapeze restaurant which recently opened here.

Jack Solomon, associated with Gallagher's Steak House, is the Trapeze entrepreneur and has copyrighted the face designs used in the 25 machines installed in the bar.

Each of the machines has a different face design and features the various kinds of liquors sold over the bar, including seagrams, Pol Roger, etc., and even Dairylea milk! Bottles and the names of liquors light up during the scoring. Operation is five cents per game.

The machines, made by the Scientific Machine Company of Brooklyn, are smaller than standard size to fit the bar. Each is 17 inches wide and 31 inches long.

As Walter Winchell stated in his *New York Daily Mirror column,* "You must see it, can't be described accurately. A feature is a huge bar with unique bagatelle games set in, so you may play between drinks." This type of press attention was given the bar by other leading writers of New York's press and it is stated here that the "idea has caught fire," with the crowd around the bar more than seven deep all during the opening evening waiting turns to play the games. The fact that the games have a unique electrical lighting feature, which more or less follows along the flashing lights incorporated in the Safety Zone game of the Scientific firm, drew thrilling attention from the elite audience which attended the opening of the Flying Trapeze.

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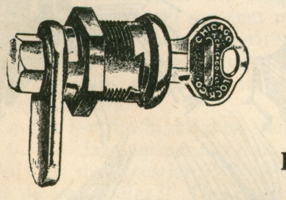

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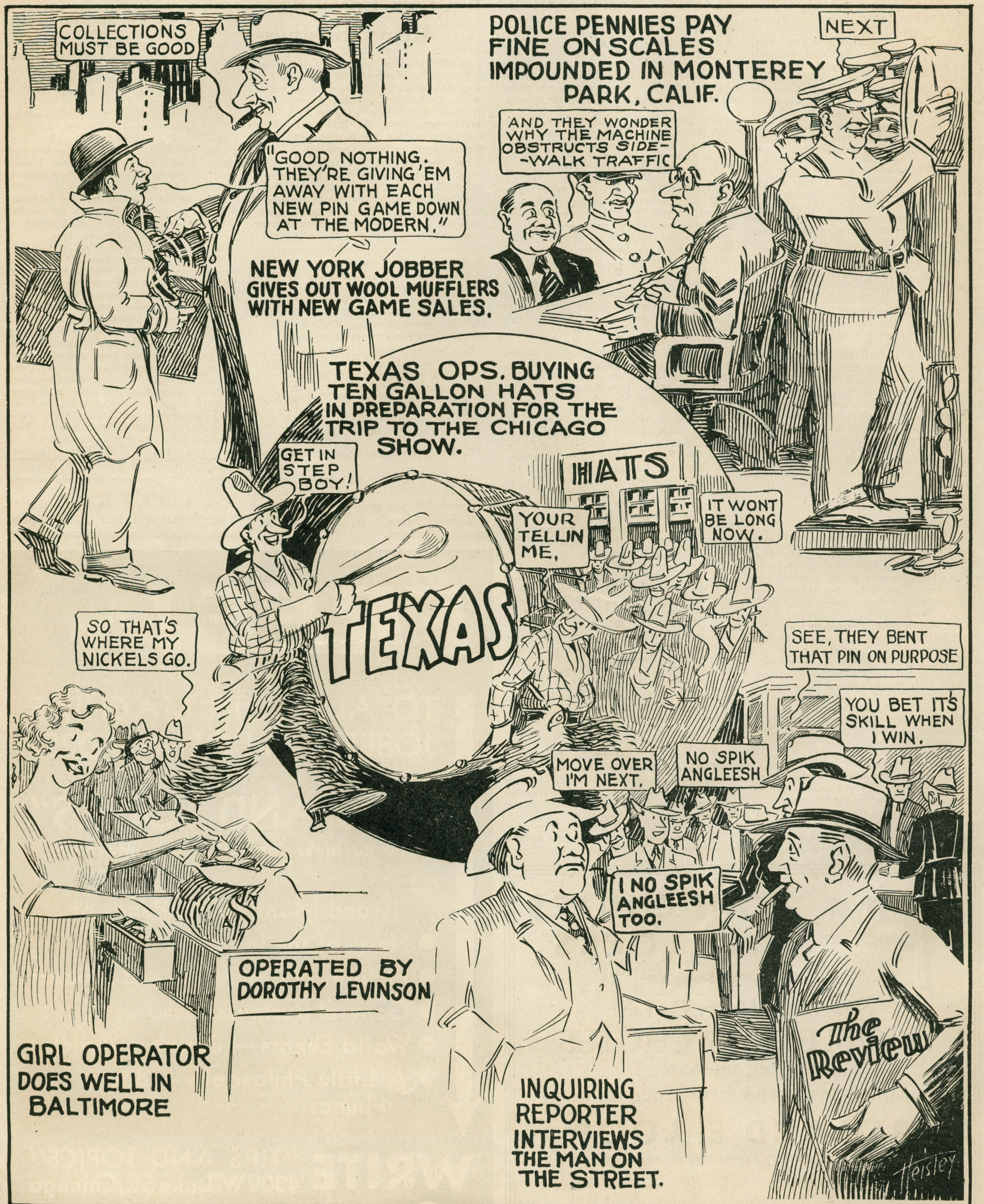
COLLECTIONS MUST BE GOOD
"GOOD NOTHING. THEY'RE GIVING 'EM AWAY WITH EACH NEW PIN GAME DOWN AT THE MODERN."
NEW YORK JOBBER GIVES OUT WOOL MUFFLERS WITH NEW GAME SALES.
POLICE PENNIES PAY FINE ON SCALES IMPOUNDED IN MONTEREY PARK, CALIF.
NEXT
AND THEY WONDER WHY THE MACHINE OBSTRUCTS SIDE--WALK TRAFFIC
TEXAS OPS. BUYING TEN GALLON HATS IN PREPARATION FOR THE TRIP TO THE CHICAGO SHOW.
GET IN STEP BOY!
HATS
YOUR TELLIN ME.
IT WONT BE LONG NOW.
TEXAS
SO THAT'S WHERE MY NICKELS GO.
OPERATED BY DOROTHY LEVINSON
GIRL OPERATOR DOES WELL IN BALTIMORE
SEE, THEY BENT THAT PIN ON PURPOSE
YOU BET IT'S SKILL WHEN I WIN.
MOVE OVER I'M NEXT.
NO SPIK ANGLEESH
I NO SPIK ANGLEESH TOO.
The Review
INQUIRING REPORTER INTERVIEWS THE MAN ON THE STREET.
Heisley

Marble Games and the Man on the Street

By
REVIEW'S Inquiring Reporter

PASSERSBY, business men, chauffeurs, clerks—what do these folks think of marble games? Take a cross-section of the public, shoot some questions, and you'll find whether the Man on the Street likes to play these games, why he likes to play, and where you're most likely to find him trying to drop the red pill in the 5000 hole!

You've already got the tip-off: the Man on the Street *does* like the thrill of arching the marbles toward the big count. But why?

THE REVIEW sent its Inquiring Reporter through the business district of Los Angeles to get the low-down from the Man on the Street himself. Several days were spent to make this survey as accurate as possible, and here are some of the interesting things he discovered:

Sixty per cent of the people enjoy marble games. Another 30 per cent is open-minded toward them.

Sixty-two per cent prefer games testing their skill.

Twenty per cent are content to let 'em ride for luck.

Seventy-five per cent prefer nickel games over pennies.

Sixty per cent try for prizes; the rest play for amusement, but they all call it fun!

Fifty-five per cent prefer to play in the company of others; half as many would rather concentrate by going it alone, and the rest don't mind whether they play alone or in a crowd.

Public Sold on Games

Eighty per cent agree that the marble game has made an acceptable place for itself in the amusement world, and the rest qualify their approval by restricting it definitely to the better kinds of games—those well constructed and accurate.

Where do they most enjoy playing? Well, their answers to this question didn't shed new light on the matter of preferred locations, but the operators already know where their games pull the biggest play. Suffice it to say that 40 per cent mentioned cigar stands as their favorite playing haunts, and other replies ranged from eating places, clubs and hotels to amusement zones and resorts.

So much for the highlights. Suppose we turn to the fascinating suggestions given in reply to the question, "What kinds of games do you prefer?" These answers varied in proportion to the variety of games now offered the public, but some provide interesting tips for the manufacturer jobber and operator.

Plenty of Action Desired

The Man on the Street wants action! He likes the marble game that has "those electric jiggers to kick the ball around;" "the kind where the guns shoot two or three times;" "the game with the action hole;" "double and triple count balls and electric advancer;" "games that return lost balls;" "any kind with lots of marbles."

Players who prefer competitive companionship usually string along with sports games. Baseball, golf and football tables have a high popuarity rating with this group. They like to duplicate themselves the favorite athletic contests they see on the diamond, the links and the gridiron.

Now to get back to that preference for nickel games, it may be a situation peculiar to the West, or to Los Angeles, in contrast to the East's preference for penny games. Nevertheless, the Inquiring Reporter's interviews impressed him with the fact that the Man on the Street in Los Angeles would rather take his fun via the nickel route than on pennies. However, several penny arcades are drawing a continuous play on standard nickel games fitted with penny slots. Pay-offs are made in slugs only, good for another play on the machine, but apparently the slugs aren't good for merchandise.

Worth Nickel to Play

Many of those contacted readily stated their belief that a good marble game is worth a nickel to play. They get their money's worth in amusement. Others admitted that they overlooked the nickel charge because they usually competed for something on the side against their friends, and the nickel was inconsequential.

There were, however, several who contended they could make their fun go farther on penny games "because nickels are so scarce these days."

Skill! The marble game designer or the manufacturer who recognizes the public's demand for games meeting this requirement and plans his equipment accordingly is going to have a product that goes over. Lots of the players pass it off as luck when a marble hits the wrong peg, but the vast majority try to master the touch of the plunger and control the ball toward the big counts and the advancer holes.

What They Think Of Marble Games

Travel in the downtown sector of Los Angeles with THE REVIEW'S Inquiring Reporter and discover what the Man on the Street thinks about pin ball games.

Listen to some interesting ideas put forth by a cross-section of the public—bankers, salesmen, mechanics and anybody who happens by—in this exclusive REVIEW feature.

This enterprising survey brings to light new tips for the operator, manufacturer and designer of pin ball games. Read it!

But Not Too Tough!

But don't make 'em too tough, if you want to attract player appeal. One game the Man on the Street referred to has a well laid out field and well situated advancer gun, but this hole is so heavily guarded by poorly placed pegs that the skillful player is discouraged by the impossibility of putting the ball in there except through a lucky bounce.

And here are some suggestions the Man on the Street offers to operators. He prefers to play on machines that are well serviced. He doesn't like bent pins that bounce the balls off their normal course. He suspects that the pins have been purposely bent to prevent the balls from entering a nearby high-score hole. This suspicion is a negative factor in the popularity of the game and is certain to reflect on the play.

The Man on the Street says to try to keep the tension uniform in plunger springs. He declares he loses interest in a game when it has a 'heavy trigger" on one location and a "light trigger" some other place. When he has developed consistency in scoring on a game of a certain type, he is thrown off the track completely when he has to change his touch on the same brand of game in another location.

A Tip on Score Changes

Mr. Player adds this hint to Mr. Operator: If you must raise the prize scores on a game after it has been put into play, move it to some other location. The players naturally do not object to prize scores being lowered, but they suspect a conspiracy against them when 14,500 is a winner one day and yet isn't good the next. Again this suspicion redounds unfavorably toward the game. Operators might study this reaction and see if they will benefit by switching a table to a new spot when it is necessary to boost the prize scores.

Don't think the Man on the Street isn't interested in winning prizes! He *is* interested to the tune of 60 per cent. He likes to win his smokes if he can, but he charges it up to amusement if he can't. To some players the prizes may be incidental to the winnings he may collect off his friends on the side. Yet the average opinion of the Man on the Street seems to be that he'd like to win if he can yet he wants enough thrills and suspense and action to repay him in amusement if he can't win.

As for this matter of scores, about half of the players seem to be satisfied that they are low enough to be interesting. Twenty per cent believe the scores are too high and need to be adjusted. A few suggest that the prize scores could readily be lowered because they put their winning nickels right back into the machine again, anyway, and they'd get more kick out of at least having "beat the game" once.

Players Prefer Company

Of course space is at a premium on good locations, but operators would do well to bear in mind that the majority of players prefer company while they are playing. This requires more elbow room than for the solitaire addict who goes it solo, but it might prove to be a suggestion worth considering, inasmuch as it comes straight from the players themselves.

Spectators, the Inquiring Reporter discovered, are usually a boon to the game and to the location owner. There's more excitement where a crowd collects, and the most popular games in Los Angeles invariably are surrounded by "lookers-on" who readily become fascinated with the play and are converted into customers-in-waiting.

More Rough Edges

The Inquiring Reporter's rambles on this survey were purposely confined to the field of marble games. However, he ran into several players who go for the smaller counter games, chiefly those of the dice and poker type. Others favored the digger machines; several declared they had enjoyed good luck in fishing for prizes with the electric crane, while one of these players laughingly suggested: "I wish they'd put more rough edges on the prizes I angle for in the electric diggers!"

The Man on the Street has given you some good ideas about this reaction to pin ball games. Some of them may be worth your attention. At least they do represent the efforts of THE REVIEW to give you some up-to-the-minute information from a brand-new source.

●

San Diego Bans Shift of Slots Over Border

SAN DIEGO, Calif.—This city is feeling the effects of the recent ban on gambling machines in Baja California resorts as ordered by President Cardenas of Mexico.

Since the ban went into effect in Tijuana there has been a general movement of the machines across the border to San Diego, with the result that this city has started a three-fronted drive in which the police vice squad, sheriff's deputies and district attorney's officers are co-operating. They confiscated 137 slot machines in raids upon 62 asserted gambling establishments here.

● Exhibit Supply Co. Day Shift Provides 170 Jobs ●

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DAY SHIFT = PLANT NO. 1
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Here's just one shift of Exhibit Supply Co.'s force at its No. 1 plant in Chicago, exclusive of office employees or executives. Seeing a group like this earning a good livelihood manufacturing pin ball games should impress politicians with the necessity of considering the welfare of these employees when they are approached by minorities with plans destined to stifle the forward progress of the industry. For the past seven months a group of men as large as this has been turning out Exhibit winners such as Lightning, Electro, Golden Gate, Drop Kick, Rebound and others.

'Great Colonnade' Given Praise by the Industry

AN impulse already has started through the presentation of Pacific's Great Colonnade that is bound to become recognized on all sides as a giant forward movement for the coin machine industry.

While the immediate purpose of this presentation in THE REVIEW'S December issue was to serve operators and jobbers with a better working knowledge of the machines they operate and market, nevertheless a deeper significance is attached to the Colonnade portrayal of Pacific Amusement products. That significance rests in the improvement of public relations everywhere, and the making of more amenable sentiment toward coin-controlled devices of all kinds.

The Colonnade idea, as advanced and put into effect by Mr. Fred C. McClellan, called for a most comprehensive and thorough understanding of those essentials necessary to the betterment of operating conditions. It called for an enterprising spirit, and the will to assist operators and jobbers—the desire to make the way more straight for them in surmounting many age-old problems encountered from time to time.

When interviewed relative to his thoughts behind presenting the Great Colonnade, and the reactions accruing subsequent to its appearance, Mr. McClellan commented as follows: "It is not easy to recognize the birth of a new era, even though we stand in its presence. The tendency to resist change is only human; however, new industries, new ideas, new products, and new forms of amusement as well, are rapidly supplanting the old order of things.

"No longer does the cloak of suspicion veil the coin machine business, as it has done in days gone by. Instead, there is a sharp and widespread awakening as to its importance, with a general movement on the part of allied and dependent industries for extensive participation in its further development. In fact, people in all walks of life have become interested in the coin machine business of late, as a worth-while means for making a profitable and respectable livelihood.

"We therefore deemed it most fitting and timely to prepare a comprehensive treatise on the business, and the Colonnade of Pacific products just naturally fell into line. You may recall how people regarded automobiles, airplanes, electric refrigeration, air conditioning, and hundreds of other products of modern engineering with skepticism, until they could no longer withstand the pressure of the new and improved ideas. Then suddenly all rushed to adopt them. And so it is with our own great modern industry.

"Not until the public pressure for coin-operated amusement games became too strong for doubt were they recognized as practical realities, and the industry became new-born. It has grown in leaps and bounds until it has now become an integral part of the nation's business, and with America again turning into a new cycle of greater achievement, I look forward to an unprecedented demand for modern coin operated devices throughout 1935, without placing any limit on the extent it will reach.

"I am convinced by every evidence that the coin machine industry is responsible to no small degree for helping sustain the profit system for operators, jobbers, and the makers of machines to a normal extent, all through the time when outside intervention in many other lines seemed to be the only alternative. So, in order to advance a more thoroughly instructive treatise to the trade itself, and to promote good will and better public relations, we offered our symbolical interpretation—'The Great Colonnade of Pacific.' We have been deluged with many welcome letters, telegrams, and verbal words of praise for our work along this line."

Some of the comments on Pacific's "Great Colonnade" follow:

PAUL GERBER, Gerber & Glass Dist. Co., Chicago—"We consider the 'Great Colonnade' section a nice piece of institutional work . . . serving to benefit the industry as a whole . . . a mighty bulwark for any operator establishing his rights . ."

S. I. STANLEY, Automatic Amusement Co., Memphis and Fort Worth—"You are certainly to be congratulated on your presentation of 'The Great Colonnade' . . . You have paid the industry a great compliment . . ."

E. E. REYNOLDS, Dallas—" . . . Permit me to compliment you upon this marvelous piece of work . . . the most outstanding presentation ever offered in the industry . . . "

FRANK KIRK, Kirk Novelty Co., St. Louis—"The 'Colonnade' presentation by your company is the outstanding treatise on coin machines of all times . . . a good job well done."

WILLIAM MARMER, president Sicking Mfg. Co., Cincinnati—"A great piece of advertising, Fred. Keep up the good work, it's a boon to the industry."

BILL RABKIN—"I read every word of your 'Colonnade' section. It contained highly instructive material and should benefit your company and the entire industry."

GEORGE PONSER—"Read with interest your 'Colonnade' section . . . It is without parallel in the history of the business."

NATIONAL AMUSEMENT CO.—"We have read your 'Colonnade' section from cover to back. It serves many purposes that smart operators will recognize at once. Permit our entire organization to extend their congratulations for this splendid dissertation on coin-operated machines."

PAUL W. BLACKFORD, editor THE REVIEW—"Add my compliments to the thousands of messages of praise you have received on the 'Great Pacific Colonnade,' Fred. You have established a most beneficial policy for the industry."

●

Gottlieb Takes Firestone Game

CHICAGO—The newest game to be produced by D. Gottlieb & Co. is a creation of Jack Firestone, it was revealed here in an interview with Dave Gottlieb, head of the company.

Dave disclosed that on his last trip to New York he closed the deal that obtained for his firm the latest creation of Firestone's genius. Firestone is considered one of the outstanding inventors in the coin machine industry and is credited with having contributed some of the most successful hits.

Plans are being made to have the new game in production for the annual exposition of the National Association of Coin Machine Manufacturers here this month. "This new game," declares Gottlieb, "incorporates a new action, new thrills and new player appeal."

●

Bally Plant Busy Producing "Action"

CHICAGO—Bally Manufacturing Company is starting off the New Year by speeding up production on its new ACTION game, and Ray Moloney, president, predicts that this latest product of Harry Williams' inventive genius will break all Bally records for sales volume.

"Mechanically the game has been proven by some 2000 machines which Harry distributed up and down the Pacific Coast," states Moloney. "These machines also have proven the consistent earning power of ACTION, and it is easy to see why operators in other sections are now forcing us to run our own factory full force, while Harry Williams' Automatic Amusements Company is also working to capacity to supply the western demand."

●

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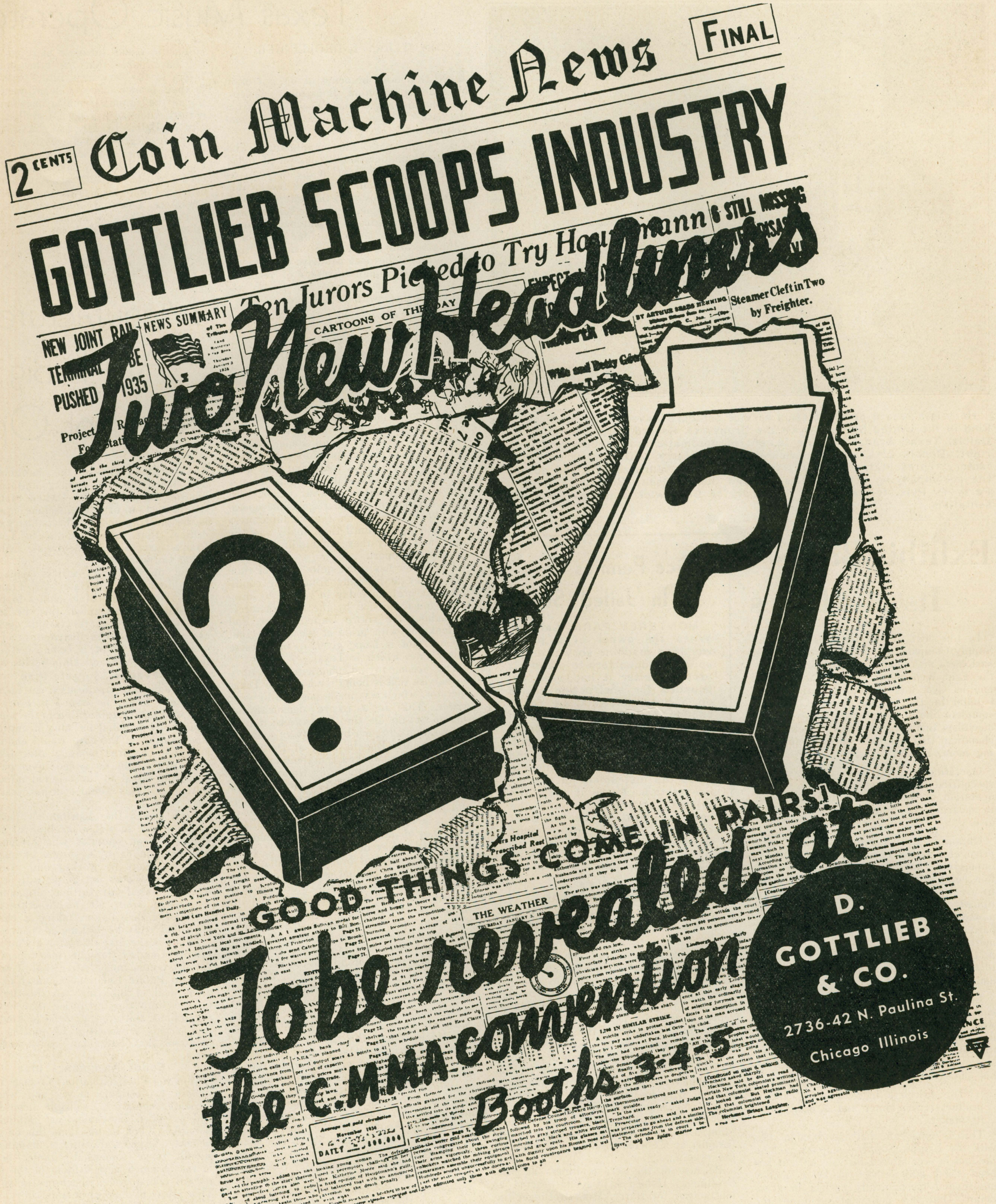
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Here is a record demonstration service set-up, believed to be the first of its kind in the United States, which the Brunswick Record Corp. maintains in its Dallas, Texas, branch for the benefit of automatic music operators. Left to right: Donald L. Law, Brunswick manager; Harry I. Drollinger of Houston, factory representative in Texas for the Rudolph Wurlitzer Co. and author of the accompanying article; Miss Mildred Sue Garison (Brunswick Sue), and Perry P. Pyle, former Dallas manager for Brunswick and now sales representative.

Exhibit Backs Its Machines

In line with the policy of the Exhibit Supply Company of making sure that their customers make money with their products, the Eric Wedemeyer Organization several months ago was appointed national distributor for the Exhibit Supply Company's complete line of Digger type and Iron-Claw machines including the new Novelty Merchantman that has been such an outstanding money-maker.

Operating Digger type machines calls for specialized knowledge, not only in the operation of the machine itself, but also, in securing the proper class of merchandise.

Obtaining good merchandise at the right price and with the right public appeal is important. The Eric Wedemeyer organization being national in scope with branches in every section of the country is exceptionally fitted to give Exhibit customers money making attention. Their export department is constantly in touch with foreign markets and consequently the very latest in Digger merchandise is always available to operators of Exhibit's Digger type machines.

Exhibit has been manufacturing quality coin machines for the past 35 years. Those who have visited J. Frank Meyer, president of the Exhibit Supply Company, in his Chicago office have noticed the framed slogan that adorns a conspicuous place on his office wall, reading:

> "The priceless ingredient of every product is the honor and integrity of its maker."

This is a slogan that has become law with the Exhibit Supply Company and no product is ever offered for sale until it has been tried and proven to be a money maker and mechanically perfect in every detail. That this policy of including the "honor and integrity of its maker" in every Exhibit product has paid well can best be judged by the tremendous growth Exhibit has enjoyed. From the host of new machines Exhibit has recently announced, and the great expansion of factory equipment and personnel, 1935 will find Exhibit enjoying its greatest year since the inception of the company.

Police Pennies Go In 'Jailed' Scales

MONTEREY PARK, Calif. — When the owner of a penny weighing machine showed up at police headquarters to claim his property after it had been impounded for obstructing traffic on a busy sidewalk, he found enough policemen's pennies in the machine to make a profit even if called upon to bail it out.

Unable at first to locate the operator, the officers decided to place the instrument in the police station. There it drew the interest of the force and the boys stood in line behind Desk Sergeant Scott waiting their turn—at a penny a weigh.

Drollinger Host At Deer Barbecue

DALLAS—One of the most enthusiastic parities of the season was the annual deer barbecue given on the beautiful roof garden of the Jefferson Hotel here Sunday, January 13, by Harry I. Drollinger, factory representative in Texas for the Simplex Phonograph Division of the Rudolph Wurlitzer Mfg. Co.

It was an invitational affair for Harry's brother operators, customers and friends. More than 150 guests were in attendance, some arriving by plane from distant points.

Roy Newman's broadcasting orchestra provided hot music for the afternoon program, a 16-act floor show accompanying the banquet at six o'clock, and for dancing in the evening.

Because of the serious illness of Mrs. Drollinger, Homer E. Capehart acted as toastmaster for Harry. Mrs. Drollinger underwent a major operation and all of her friends and Harry's hope that by now she is well on the road to recovery.

For a picture of the banquet festivities please turn to THE REVIEW'S photograph section.

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ALWAYS MENTION THE REVIEW WHEN WRITING ADVERTISERS.

Demonstration Room Aids Texas Music Operators

By HARRY I. DROLLINGER

UNLIKE most branches of the operation of vending machine amusement devices, etc., the automatic music has support from the base of its success, namely—the manufacturers.

To begin with, the manufacturer who builds the automatic phonograph of today has a personal interest in the operator as well as the location, if he is a responsible manufacturer. However, this interest which is displayed ofttimes is not the fundamental reason for the success of automatic music, for after all the music machine operator is selling recorded music at 5 cents per tune. Therefore, if he does not have the support of the various manufacturers of recorded music, he is just like the fellow who was out in the boat without any oars.

For many years the manufacturers of phonograph records would not co-operate with the operators of musical instruments, giving as reason that it would hurt the sales over the music store counter to have their records played in public places by automatic machines.

It was not an easy task, and by far not an inexpensive undertaking to convince the various manufacturers that they were wrong. In fact, for quite some time it looked as though the operators would have to get their records at retail and take what the retail man wanted to let them have if they stayed in business. Your writer, with the assistance of several responsible operators, kept working on the manufacturers and their agents until they finally saw the light, and today they are bidding for the operators' support.

The writer has spent quite a lot of time and money in bringing around the condition that prevails today in regard to automatic music service by the manufacturers throughout the entire United States, and he looks on with pride at the service that the operator is being given in his present home state, which is Texas.

The accompanying photograph pictures the service that is being rendered the Texas operator, which was made possible by your writer. This is a record demonstration service set-up in the Brunswick Record Corporation's branch by their very splendid manager, Mr. Donald Law, at Dallas.

Mr. Law has worked conscientiously and untiringly with us operators from the time he was a salesman in Texas, up to and including the present moment as manager, and much of the success of the music operator is due to his efforts to give them what they should have to reap the financial success that they desire.

In their beautiful branch at Dallas, Mr. Law has a corner that is devoted to the demonstration of records which should command a play on automatic musical instruments, and the operators of Texas are welcomed there at any hour. In fact, there have been occasions, when during the night Mr. Law has come to the office and demonstrated records for an out-of-town operator.

Your writer travels the entire state of Texas, as well as operating a large group of instruments in the city of Houston. Naturally he is in constant touch with the demand for music throughout the state, so each time that he is at Dallas, he spends a day with Mr. Law, going over the record situation, for the operators. The photograph accompanying this article shows Mr. Law and your writer checking over new releases, and his secretary, Mildred Sue Garison, affectionately known by the operators as "Brunswick Sue," jotting down the notes on what Mr. Law and your writer think we should do to promote better conditions for the Texas operators, as well as the operators in the Southwestern states, which are under the supervision of Mr. Law for Brunswick.

Needless to say, a marked improvement has been the result of our steady efforts, and it goes without saying that we have in store a great many decided helps for the operators in months to come. So in this position, criticism as well as suggestions are invited for the operators, which we assure you will help us to make your automatic music business more profitable.

I have hopes that the other manufacturers in the very near future will install in their branch offices a department catering to the automatic music instrument operators, such as has been installed in the city of Dallas by Mr. Law. Without fear of contradiction, I believe that it is the first operators' service installed in the United States by any manufacturer of recorded music. We take pride in pioneering beneficial undertakings for the music trade. Therefore, a cordial invitation is extended to the operators of Texas, as well as any other state, to visit the demonstration room in Dallas.

•

Manufacturers' Aid Is Big Need of Ops.

CO-OPERATION of the manufacturers and distributors in seeking uniform regulations throughout the United States for the protection of coin machine operators is the pressing need of the industry at this critical time, according to S. Larrabee Franks, executive of the Oriole Coin Machine Corporation.

One of the first matters that needs straightening out, declares Mr. Franks, is restricting the sale of machines to operators only. To accomplish this, he says, it will be necessary for the various operators' associations and the distributors of sufficient honor to fit in, to come together and decide on creating an all-powerful agency.

Franks Suggests Plan

Through this organization an identification card would be issued to every operator who makes application to the secretary and pays a nominal fee plus an initial fee. The validity of the card would endure for a period of three months, after which a new card would be issued upon payment of a sum equal to the original minus the initial fee. This would continue year after year.

Now comes the distributor's part. He would refuse to sell a machine to anyone other than an operator who presents his identification card. A system of checking this can easily be worked out. Any distributor who does not abide will be summarily refused all further shipments of equipment from all manufacturers. In event of a distributor "taking a chance," he would truly be "taking a chance."

"That is the first thing for a Public Relations Counsel to put into operation," Franks points out. "After that it will be for the Public Relations Counsel to do a great deal of lobbying. In this he must first go into the territories that have no regulations, but are apt to be looking over the various possibilities of putting some in force that later may prove very adverse.

Builds Acceptance Idea

"For the Public Relations Counsel it will remain to instigate moves and work in ultimate regulations, sensible license fees and as much favorable local publicity as possible. When he has done this on a sufficiently large scale, the remaining job should prove somewhat simpler because of the assumed new attitude of the public toward coin-operated machines in general. This job is to open up new territory. Make test cases as far as possible. Defend them in court. And then try for proper regulations if things go as it is hoped from the outset.

"You can see that this is not an easy job. The man or men placed at the head of this would have to show unusual sagacity, initiative and brook no adverse compromises. It is either pay the piper or have no pay."

Coin Machines In Drug Stores

By ELBERT G. THOMAS

COIN machines invariably pay for the valuable space which they take up in retail drug stores.

That in itself is a practical answer to the value of coin-controlled amusement and vending equipment in drug stores. Authority for that statement is Myron L. Radlin, an operations executive of the Thrifty drug store chain, which conducts its business through seventeen retail drug stores in Los Angeles.

Thrifty's progressiveness is recognized in the drug industry, and part of the busy atmosphere that prevails in Thrifty stores throughout the metropolitan Los Angeles area is due to the attraction power of some 30 pin ball games and vending machines installed in most of the branches.

Value to Proprietor

What is the chief importance of pin ball games to the drug store owner or manager?

"Amusement value," is Mr. Radlin's reply. He says that customers flock around the tables in droves to play the games.

Many are attracted into the stores by the presence of the machines and the people around them, and once inside their attention is readily attracted to goods on display. Some who come in with no intentions of buying anything are held long enough by the games to think of some necessity to buy before leaving.

An important phase of the entertainment value of pin ball games to drug stores is the friendly atmosphere they create. People come in to play, naturally become acquainted with the clerks and manager, and they usually return to buy from persons they know. The pin ball game has helped to make the neighborhood drug store a veritable gathering place during the evenings, while the downtown stores attract hundreds who pass the rest of the lunch hour rolling marbles around the playing boards.

"Can't Afford to Take Them Out"

Most drug store managers are reluctant to state how much revenue is brought in to them by the marble games being operated in their stores. But one manager gave us the tip-off on this question. He said:

"Those six machines are taking up valuable floor space. We need that room to put in a liquor display. But the machines are getting such a big play and they bring in so many business people during the lunch hour that we can't afford to take them out."

That most drug stores apparently are good locations for pin ball games is evident from the play the tables are getting. This continues despite the fact that prize score payoffs have been banned in Los Angeles and the chief pulling power of the games is their entertainment value. Some drug stores in the business district have reported a falling off in play since payoffs were prohibited, but those in other districts find that the players still like to put in their nickels and try their skill just for the fun they get out of it.

Change Games Frequently

Drug store managers, both chain and independent, in whose stores pin ball games are being operated successfully reported that much of the "life" in their places depends upon changing the games whenever it is apparent that they are losing their grip on the public. In other words, progressive drug store managers find it to their advantage to keep the latest coin-controlled equipment in their stores.

One store in which the games had not been changed for nearly a year reported a heavy decline in player interest and was unable to account for it. Another pharmacy not far away was stealing most of the play, and incidentally much of the business, because it always had new games on hand and replaced them every six weeks, if necessary, to keep them from going "dead."

Isn't that an important tip for operators handling drug store locations?

Digger machines also are popular in drug stores and get a big following, but they are not as numerous as the marble games. Other types of coin machines include the ever-present automatic scales and several types of vending machines.

Few Vending Machines

Vending machines, however, are not quite as popular as they should be in the retail drug trade. Managers claim that they prefer the personal contact with customers, even on "automatic" purchases which need no sales effort. Most of them have not yet learned the advantage of being able to concentrate on the selling of goods which require sales pressure, if the minor sales are handled by vending equipment.

Right now the marble games are a big field. And the chief reason for their success seems to be that the wide-awake managers recognize their customer-appeal. Finally, the managers and proprietors unanimously agree that the pin ball games are tremendously fascinating to themselves personally.

●

Merchants Guests Of Chicago's Ops

CHICAGO—Location owners were guests of the Organized Operators of Chicago at a ball and exhibit at Hotel Sherman January 12, when more than 2900 were in attendance.

The entertainment, including music provided by Earl Hoffman's orchestra and acts put on by the Music Corporation of America, served to cement friendships among the operators and location owners and assured close co-operation.

The experience showed, however, that Saturday night is an inconvenient time for the attendance of location owners.

●

E. C. Auld Passes Away in Chicago

Friends of THE REVIEW will be saddened to learn of the death of Ernest C. Auld, Chicago advertising representative of this magazine, in that city January 6th. He succumbed to a brief attack of pneumonia.

Mr. Auld's work will be continued by C. J. Anderson and his assistant, E. W. Ziemann.

THE REVIEW'S Chicago office remains at 35 East Wacker Drive. The telephone number is CENtral 1112.

NEW WINNERS:

Action (Junior)	$39.50
Action (Senior)	58.50
Army & Navy	44.50
Buckley Puritan Venders	12.50
Criss Cross	39.50
Cannon Fire	59.50
Dice-O-Matics	12.50
Hold & Draw	29.50
I. O. U.	12.50
Lite-A-Line (Triple Slot)	96.00
Lite-A-Line (Single Slot)	66.00
Majik-Keys (Standard)	36.00
Majik-Keys (Senior)	45.00
Mills Q. T.	57.50
Northwestern Peanut (Model 33)	5.50
Rebound	39.50
Red Arrow (Automatic Payout)	94.50
Select-Em Dice (New Gum Model)	12.50
Shooting Star	34.50
Skyscraper	47.50
Spark Plugs	29.50
Sportsman (Automatic Payout)	87.50
Wahoo (Automatic Payout)	75.00
Winner (A.B.T.)	90.00

REBUILT MACHINES
Alphabetical Order

Airway	$ 7.00
Ambassador	6.00
Auto-Banks	42.50
Automatic Punchboard Machine	9.00
ABT Pool Target	2.50
ABT Check Target	5.00
ABT Game Hunter	5.00
ABT Number Target	5.00
ABT Five Jacks	9.50
American Beauty (New Model)	10.00
Arlington	5.00
Ball Gum (Half Case)	6.00
Bally Counter Game	2.00
Baseball Target (1c)	1.00
Batteries (Ever Ready)	.25
Battery Testers	.90
Blue Streak	15.00
Bosco	4.00
Brokers Tip	4.00
Belmont Juniors (Race Horse)	5.00
Blue Ribbon	10.00
Blue Bird 1c Targets	1.25
Blue Bird Dice	3.50
Booster	9.00
Caille Puritan	4.00
Champion	55.00
Contact Junior	20.00
Contact Master	16.50
Cub	4.00
Dicette	4.00
Dice-O-Matic	8.00
Drop Kick	23.50
Electric Piano Wurlitzer	30.00
Electro	17.50
Epsom Downs	1.85
Five Jacks (Fields)	7.50
Fleet Junior	12.50
Fleet Senior	22.50
Forward Pass	15.00
Gypsy	4.00
Gold Rush	4.00
Grand National (Seeburg)	29.50
Golden Gate Junior	17.50
Golden Gate Senior	25.00
Gottlieb Baseball	1.00
Grippers (metal)	2.50
Greyhound	2.00
Hockey (Seeburg)	30.00
Horseshoe Special	4.00
Indoor Striker (1c)	1.50
Iron Claw (Model D)	29.50
Jennings Target (vender), 1c only	2.50
Jigsaw	4.50
Jumping Jacks (Battery) (Dice)	5.00
Kings Horses	7.50
Knickerbocker	13.50
Kentucky Derby (Dice)	5.00
Lightning	17.50
Little Joe (Dice), 1c	4.00
Little Duke (New Model)	22.50
Magic Clock	4.00
Magic Beer Barrel	10.00
Majik-Keys (Standard)	17.50
Majik-Keys (Senior)	25.00
Major League (Batter UP)	25.00
Major League (Senior) (Batter UP)	30.00
Match-A-Pack	5.00
Marbl Jax	12.50
Mills Bell Boy	7.50
Mills Fortune Teller	1.50
Mills Puritan Bell	8.50
Mills Troubadour (Selective) 5c only	150.00
Mutoscopes (counter model reels and cards)	6.00
New Era Vender (Fruit Dice)	5.00
New Deal	7.50
Official Sweepstakes, Gum Vender	6.50
Official Sweepstakes (Plain Model)	4.00
Penny Ante	5.00
Penny Draw	5.00
Pennant	7.00
Pigskin	25.00
Pipe-Eye	10.00
Play Ball (1c Target)	1.00
Percentage Clips (Gimmigs)	.75
Puritan Jackpot	8.00
Puritan Venders	6.00
Register	15.00
Relay Senior	28.50
Ritz	2.50
Rocket (New Model)	42.50
Rol-Let	4.00
Safe (Steel)	14.00
Scale (Health-O-Meter)	17.50
Score Board	5.00
Signal (Junior)	22.50
Signal (Senior)	35.00
Select--Em (Gum Vender)	10.50
Select-Em	8.00
Super 8	17.50
Sweet Sally	5.00
Skipper	4.00
Spark Plug	20.00
Spiral Baseball	1.00
Steeplechase Senior (cost $96.00)	15.00
Streamline	9.00
Three Jacks	4.50
21 Venders	8.00
Vest Pocket Basketball (1c)	1.00
Wahoo (New Model)	45.00
Watling Bell, 25c play, no Jackpot	5.00
World Series	7.50
Zig Zag	10.00

SLOT MACHINES . . . WE TAKE TRADE INS

1	Caille Bell Single Jackpot 25c play	$17.50
1	Imp 1c play	22.50
22	Junks (Works of Jennings, Cailles & Mills)	2.00
1	Jennings Bell No Jackpot 25c play (wood case)	4.00
3	Jennings Bell Single Jackpot 5c play	15.00
1	Jennings Bell Double Jackpot 10c play	17.50
2	Jennings Little Dutchess	50.00
2	Jennings Today Front Vender Jackpot 5c play	17.50
5	Jennings Today Front Vender No Jackpot 5c play	7.00
3	Mills Junior Silent 1c play	25.00
1	Mills Bell Single Jackpot 10c play	17.50
5	Mills Front Vender Double Jackpot 5c play Comet	32.50
2	Mills Bell Single Jackpot 5c play	17.50
1	Mills FOK Front Vender No Jackpot 5c play	10.00
1	Mills Front Vender Single Jackpot 25c play	15.00
1	Mills Bell Triple Jackpot (Deans) 5c play	12.50
1	Mills Bell Double Jackpot Tiger Front 10c play	42.50
4	Mills Silent Escalator Double Jackpot Front Vender 5c play	50.00
2	Mills FOK Front Vender Single Jackpot 5c play	25.00
	Mills Q. T. 1c play (new)	49.50
	Mills Q. T. 5c play (new)	57.50
10	Mills Skyscraper 5c Double Jack Pot	52.50
1	Pace Double Jackpot Bell 5c play	25.00
2	Pace Bell Single Jackpot 5c play	17.50
1	Pace Bell Double Jackpot 10c play	27.50
1	Pace Bell No Jackpot 25c play	4.00
1	Pace Front Vender Single Jackpot 5c play	9.50
1	Watling Twin Jackpot Front Vender 5c play	42.50
1	Watling Bell No Jackpot 25c play	4.00
5	Watling Gold Award Front Vender Double Jackpot 5c play	60.00
7	Watling Bell Double Jackpot 5c play	42.50
1	Watling Bell Double Jackpot 10c play	32.50
1	Watling Front Vender Single Jackpot 10c play	27.50
	Stands Collapsible No Screw No Bolt (used)	2.00
	Percentage Clips (Gimmigs)	.75
	Safe (steel)	14.00
	Safe Stands (Mills)	10.00

ONE-THIRD DEPOSIT REQUIRED. SPECIFY WHETHER 1c OR 5c SLOT. METHOD OF SHIPMENT.

IDEAL NOVELTY COMPANY 3003 LEMP, ST. LOUIS, MO.

MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR ALL BALLY PRODUCTS.

PACIFIC
COIN MACHINE
REVIEW

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Publicity

An interesting opinion on publicity for the coin machine industry comes from Alfred Block, Pittsburgh manager of the Oriole Coin Machine Corporation. It is Mr. Block's belief that pin games could be used in motion pictures in such a manner as to shed favorable publicity on the business in the theaters throughout the nation.

Apparently Mr. Block is not entirely familiar with the way in which the major studios operate here in Hollywood. All of them frown on any kind of free publicity and consequently special care is taken in all picture shooting to see that no special publicity or advertising is handed to any firm or industry gratis. Wherever business signs come into sight on street "shots" the camera is so focussed that the signs blur and the focal point is the principal characters or action of the scene.

For a number of months past pin games have been used in various scenes. Cigarette machines, however, are the most frequently used, for few restaurant scenes are "shot" without them. The studios rent these machines at terrific rental figures from jobbers, operators and distributors in Los Angeles. On pin games we know instances of Fox Film Corporation paying $12.00 per day rental on a pin game, second hand, that had a cash value of less than $20.00.

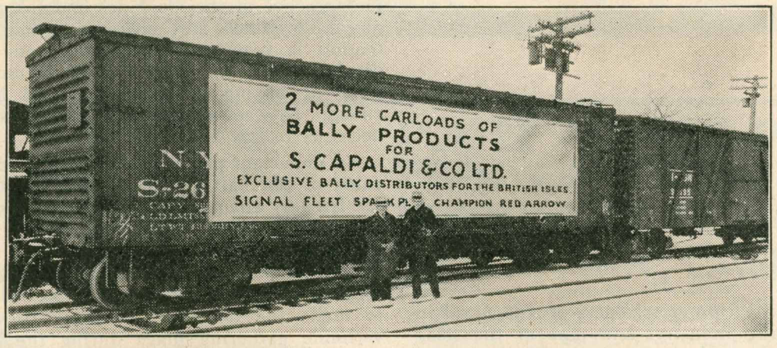
The idea of publicity in theaters is a good one however, but it can never be obtained gratis through the use of machines in pictures. The studios can never be relied upon to boost the merits of any type of automatic equipment and in renting machines to the studios the jobbers, operators or distributors have no way of knowing how the machine will blend into the story being filmed and whether the use thereof will reflect credit on the business or paint it. in the minds of the public, as a "racket."

The day will come though when trailers to advertise new games will be made available by the leading manufacturers. These trailers, in sound, will show the new game, some of the interesting shots on the playing field, groups playing the game, and will end with a box telling the names of the establishments where this particular game is now on location.

Operators could place these trailers on the screens of neighborhood houses at the regular advertising rate charged and there is no doubt but what the money would be well spent. In most cases operators would find that the location owner would be willing to pay a part of the running cost for the publicity given his place of business and the patrons the trailer is bound to attract to his store.

Manufacturers could have several prints of these trailers prepared and route them around the territory in much the same way that feature films are sent out to theaters through exchanges. A run of three or four days in each neighborhood would be sufficient to publicize the new machine.

• CARLOADS FOR CAPALDI •


2 MORE CARLOADS OF
BALLY PRODUCTS
FOR
S. CAPALDI & CO LTD.
EXCLUSIVE BALLY DISTRIBUTORS FOR THE BRITISH ISLES
SIGNAL FLEET SPARKPLUG CHAMPION RED ARROW
N.Y.
S-26

One of several shipments made by Bally Manufacturing Company to their British Distributors, S. Capaldi & Co., Edinburgh. In the foreground are Herb Jones, Bally's advertising manager, and Jack Capaldi, who made his second visit to the United States in December and placed large orders for Bally products.

Merchants Ask O.K. on Payout

ST. JOHN, N.B.—The city council has been given a petition signed by 125 merchants asking that payout machines be permitted in stores on condition that awards be made in merchandise stocked in the stores. Among the petitioners were proprietors of the following stores: tobacco, pool and billiards, restaurants, groceries, bakeries, haberdashers, drugs, jewelry and confections.

The merchants claim that payout machines have helped their business during the depression and they ask the assistance of the council in licensing the machines and legalizing the automatic issuance of slugs and tokens to be redeemed in merchandise.

The petition was referred to the city solicitor, who previously had rendered an opinion that jackpots may be legally operated if tokens are redeemable in merchandise.

Pinball games have been given a prominent front spot in the Taylor and Garland shooting gallery here.

Mills Novelty Co. Erects New Bldg.

CHICAGO — Mills Novelty Company, manufacturers of the Cannon Fire table game, has obtained a building permit for the erection of a $100,000 brick building at 4036-54 Fullerton Avenue.

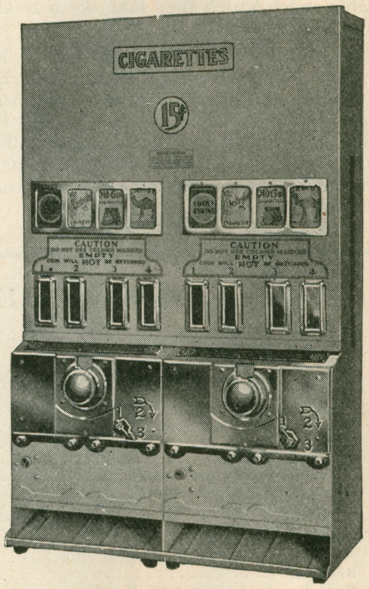
For the fifth time in six years Mills' business increase has made it necessary to enlarge the factory building. Tremendous strides made in beating the depression caused the company again to outgrow its space.

The new building, now under construction, will consist of a huge addition to the factory, extending 200 feet farther east on Fullerton avenue. At one end of this addition will be erected a modern office building, four stories in height, air-conditioned, beautifully designed and outfitted with the latest type of office equipment. A black marble entrance, with chrome metal trim, a lavishly windowed front, will distinguish this great office building.

Code Authority Votes 50% Credit Refund

CHICAGO—Fifty per cent of the net amount of the code assessment on its December, 1934, sales will be allowed as a credit refund to each member of the industry whose code assessments on sales for February to December, 1934, were paid by January 31, last, according to action of the Code Authority.

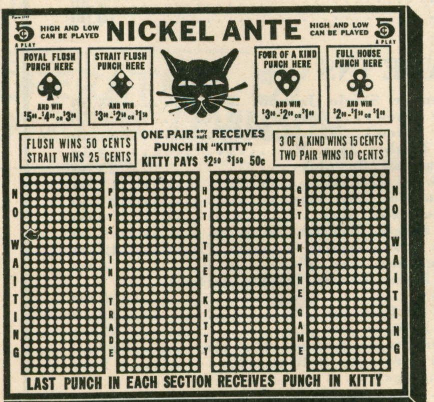
ADVANCE VENDING MACHINES
110 Models


CIGARETTES
15¢
CAUTION
EMPTY
NOT

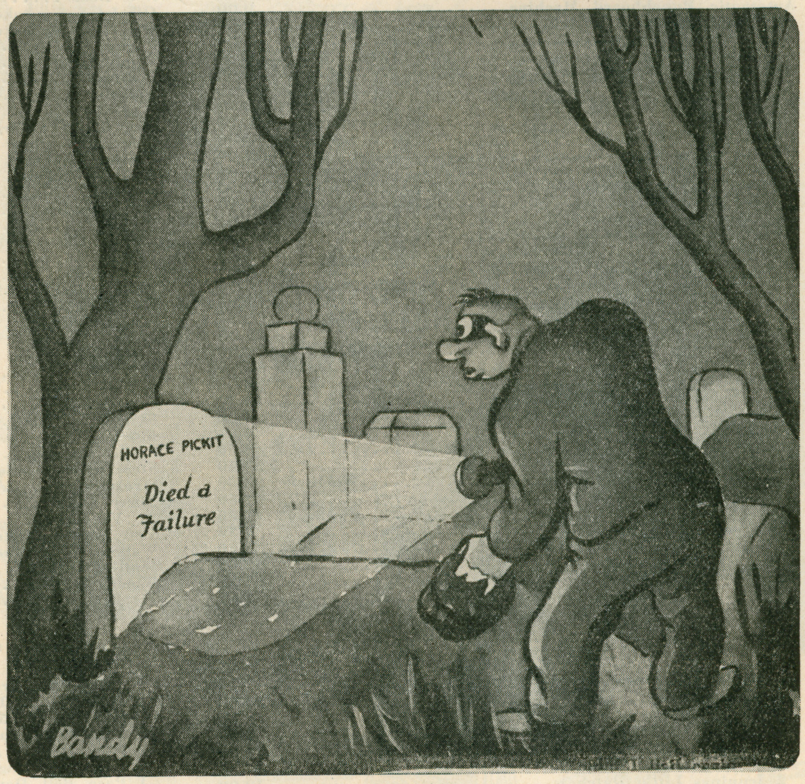
Write for Catalogue No. 34

ADVANCE MACHINE CO.
4645 Ravenswood Ave.
Chicago, Ill.

NICKEL ANTE
A Real Money Maker
1000-hole—Form 3197
Takes in $50.00—pays out average $23.37. Size 10½ x 10⅛ inches—25 to square inch.
PRICE COMPLETE WITH EASEL AND COUNTERFEIT-PROOF NOS., $3.45
Plus 10% Federal Tax
Come visit us while at the Chicago Convention


5¢ A PLAY
HIGH AND LOW CAN BE PLAYED
NICKEL ANTE
HIGH AND LOW CAN BE PLAYED
5¢ A PLAY
ROYAL FLUSH PUNCH HERE AND WIN $5.00-$4.00 OR $3.00
STRAIT FLUSH PUNCH HERE AND WIN $3.00-$2.50 OR $1.50
FOUR OF A KIND PUNCH HERE AND WIN $3.00-$2.00 OR $1.00
FULL HOUSE PUNCH HERE AND WIN $2.00-$1.50 OR $1.00
FLUSH WINS 50 CENTS
STRAIT WINS 25 CENTS
ONE PAIR ANY SUIT RECEIVES PUNCH IN "KITTY"
KITTY PAYS $2.50 $1.50 50c
3 OF A KIND WINS 15 CENTS
TWO PAIR WINS 10 CENTS
NO WAITING
PAYS IN TRADE
HIT THE KITTY
GET IN THE GAME
NO WAITING
LAST PUNCH IN EACH SECTION RECEIVES PUNCH IN KITTY

CHAS. A. BREWER & SONS
LARGEST BOARD AND CARD HOUSE IN THE WORLD
6320-32 Harvard Avenue, Chicago, U. S. A.


HORACE PICKIT
Died a Failure
Bandy

"Poor Horace. He said he'd crack an Illinois Lock . . . or die tryin'!"

Illinois Locks give extra security. Illinois Mechanism allows more than usual strength . . . and when *extra security* adds nothing to your cost, why accept anything less? Write for a Catalog of the Illinois line of Locks . . . one for every cabinet need . . . and the popular, nickel plated Illinois Leg Leveler.

The ILLINOIS LOCK COMPANY
737 WEST JACKSON BOULEVARD CHICAGO, ILLINOIS

Crazy Idea May Prove Success

By KEN MORLEY

Advertising Manager
O. D. Jennings & Company

Many people have the habit of calling other people crazy who do not agree with their point of view. Most people are in no position to judge another man's thoughts and ideas unless they have given his subject an equal amount of time and research.

Perfectly sane people pronounced Fulton a crazy crank. They stood on the pier and hollered "crazy nut" as he tried to propel a boat by steam, but Fulton said that it was they who were crazy and went ahead and proved it.

People called Thomas Edison a nut and a sap. Westinghouse was screwy, and a few years later the Wright brothers were pronounced the craziest of them all.

In 1842 the medical fraternity decided that the bath tub should be condemned as a menace to health, and anybody who used one was crazy.

Marconi in his first talk on telegraphy was mocked as just a bunch of macaroni. Burbank's head was supposedly full of squash, and Bell was recorded as a nut who liked to hear bells ring.

I call these incidents to your attention because they show how public opinion can be wrong about a man's ideas and inventions.

The fellow who thinks and suggests something new deserves the patient consideration of his fellow men. New ideas and inventions are necessary to the welfare of any country and any industry.

A good example of this can be found in the coin machine industry for the past several years. For apparently many of the so-called "crazy ideas" on pin tables have carried this industry to its best year in the last quarter century. While those of us in the manufacturing business often take much credit for the success of a coin machine a good measure is due the man who originated the idea.

KEN MORLEY

This organization always has, and always will, encourage and help any individual who might have a workable idea for the improvement of coin machines, because it is our belief that the more successful machines introduced by us or by our good competitors help the whole industry in general.

As early as a year ago, many of the present successful novel features of pin tables were considered nothing but "crazy ideas" by many people. In spite of that they have proved a sensation and big money-makers to the operators. So long, then, as we assume the privilege of passing judgment on the intelligence of the inventor during the course of his inventing, we should also be generous with our praise and give credit to the unsung hero of the bench who burns the midnight oil trying to perfect games so that all of us can make money.

The next time you hear anyone call a man "crazy" because he has new ideas, you know which of the two is more crazy.

●

SUBSCRIBE TO THE REVIEW TODAY.

Jobber Justifies Business By Service to Operators

By PERC. SMITH

General Sales Manager, EXHIBIT SUPPLY COMPANY

MANY times a day we receive letters from operators saying that they should be allowed jobbers' prices. "Why should we pay a greater price than the jobber?" they want to know. Perhaps the operator will understand the reason for the jobber by considering the following.

The jobber does receive a small margin of profit on games he sells to operators, but this small profit must pay overhead—rent, light, heat, freight and drayage, office help and a multitude of other expenses.

Operators long in the business do not begrudge the jobber this small profit because the jobber helps them make money. Before the jobber came into prominence, the operator was compelled to purchase a sample of every game advertised if he was to be sure he wasn't passing up something good. All the operator has to do now is call at his jobber's place of business. There he can usually find any game of merit on the jobber's floor. The operator can inspect it, play it and usually the jobber can tell him interesting facts about the game that helps the operator decide whether or not he needs the game.

The jobber takes all the chance; pays the freight and hauling on the sample machines. If he does not sell it, he bears the expense and the loss.

The operator saves money and locations. His jobber gives him service, helps him with repairs and is his representative with the factory when special adjustments are needed.

The jobber develops the market for used machines and by accepting old machines in trade on new ones renders a great service at very little cost to the operator.

Many jobbers help the operator by extending credit, allowing the operator to pay for his new machines on a weekly time payment plan.

Doing a general business with all operators in the territory, the jobber is in a position to know everything that is transpiring in the territory and can give his operator customers many valuable helps on the best methods of operating as well as assist him with advice when legal difficulties arise.

Most operators appreciate the great service jobbers can render and take advantage of the helps all jobbers offer them. Others think only of the fact that the jobber makes a small profit when he sells them a machine, without realizing that the jobber could not exist on the small profit derived from an individual sale of a few machines; it is the total sales of a large volume of machines that enables the jobber to exist.

The jobber with his office and personnel creates a dignity about the coin machine business that was entirely lacking in the early days of the industry. While the method now used to distribute coin machines may not be all that is desirable, it is a tremendous improvement over former methods and has had a very stabilizing effect upon the industry as a whole.

Some operators complain that the jobber causes them to lose contact and individuality with the factory. This need not be as the operator is always invited to write to the factory on any subject and manufacturers always are happy to co-operate with them in every way possible for the betterment of the business and any suggestions for improvements are always thankfully received.

●

ALWAYS MENTION THE REVIEW WHEN WRITING ADVERTISERS.

Here's News *about* News!

The REVIEW 15 MONTHS FOR $1.00

This offer applies also to extensions and renewals.

Special Offer Extended

Coin machine men everywhere showed such great interest when we announced this bargain rate for the industry's livest, most timely and most widely read magazine that we are extending this opportunity

Until March 1st Only!

Count Me In . . . !

Pacific Coin Machine Review,
1113 Venice Blvd.,
Los Angeles, Calif.

Here's my dollar. Send THE REVIEW to me for 15 months.

Name____________________

Address____________________

City____________________

Full Text of Louisville Ordinance Reducing Fees From $10 to $7.50

THE following ordinance, approved on December 12, 1934 by the Louisville, Kentucky, board of aldermen, reduced the license fees on pin and ball games from $10 to $7.50.

Be It Ordained by the Board of Aldermen of the City of Louisville:

Section 1. Any person, firm, corporation or association, owner or lessee, who shall operate within the corporate boundaries of the City of Louisville, whether for profit or not, any "Pin and Ball" game, machine or device or mechanical game of skill or amusement, shall pay into the sinking fund of the City of Louisville, annually, a license fee of Seven Dollars and Fifty Cents ($7.50) for each "Pin and Ball" game, machine or device or mechanical game of skill or amusement so operated or placed where it can be operated; and upon paying of such fee shall receive a license for the year for which said payment is made. Every such license shall show the name and address of the licensee. Upon the paying of such license the owner or lessee shall also be furnished with a certificate or tag bearing the same number as the license, and which said certificate or tag shall be prominently affixed to said machine or device in such a manner as to be visible from the outside; provided, however, that such license may be transferred from one machine to another substituted in place of the machine upon which the original license was granted, provided, that the machine upon which the original license was granted is by reason of obsolescence, damage, defect or wear removed from the location for which it was licensed, and the substituted machine is used and operated in same place, but that all machines or devices actually upon any premises, whether used or not, shall be subject to the license, and a failure to provide and display a license upon each and every machine so placed and located, or in the premises, shall make both the owner of said machine, the proprietor or agent of said machine, and the person in whose premises it is located liable for the penalties herein imposed for any violation of this ordinance.

Section 2. Nothing in this ordinance shall be construed as conflicting with Section 42 of an ordinance entitled, "An ordinance providing for certain licenses, the fees therefor to be paid into the sinking fund of the City of Louisville," approved April 19, 1933.

Section 3. Any person, firm, corporation or association, owner or lessee, who shall operate a "Pin and Ball" game machine, or device, or any other mechanical game of skill or amusement, within the City of Louisville without having a license therefor as prescribed by this ordinance, shall be deemed guilty of a misdemeanor and upon conviction shall be fined not less than Twenty-five Dollars ($25.00), nor more than One Hundred ($100.00) Dollars, or imprisoned in the county jail or city workhouse for not less than ten (10) nor more than thirty (30) days, or both so fined and imprisoned, at the discretion of the court. Each day during which any "Pin or Ball" game of skill or amusement is maintained or operated shall constitute a separate offense.

Section 4. The agent or agents of nonresident proprietors shall be civilly responsible for carrying on the business in like manner as if they were proprietors.

Section 5. Nothing contained or provided for in this ordinance is intended to or shall be construed to sanction or allow the operation or maintaining of any game of chance or any gambling game, or the operation or possession of any machine, game or device which is or may be used for gambling, and if any machine, game or device which shall be licensed under this ordinance is used or permitted to be used for gambling or as a game of chance and or in violation of any statute or ordinance, for which there is a conviction of the owner of said machine, game or device, the person on whose premises such machine, game or device was so operated, or of the person or persons playing game, then and in that event the license therefor issued by reason of this ordinance shall automatically be null and void and cancelled, and the licensee shall not be entitled to receive or recover any part of the license fee or tax for the unexpired term.

Section 6. In all cases where there has been a failure to take out the license required by this ordinance the secretary and treasurer of the sinking fund shall, in writing, notify the police department, and such department shall immediately dispatch a sufficient number of police officers to the place, or places, where any such machine or device described herein is being operated without there having first been secured the license thereof as herein required, and such police officers to forbid or otherwise prevent the operation of such machine or device as herein described until said license therefor shall be procured as herein required.

Section 7. All licenses issued hereunder shall expire upon the first day of October next preceding the date of the issuance thereof, and all licenses granted after said date, and after the first day of October of the next succeeding year, and upon all licenses dated after the date, the license fee shall be prorated according to the time or fraction of a year which said license is to run.

Section 8. The commissioners of the sinking fund, or their successors, or any other authorized to issue the licenses herein provided for, shall cause said license to be printed upon different colored paper for each year, and with the year for which they are issued, printed or overprinted in large numerals or letters on the face of said license.

Section 9. All ordinances or parts of ordinances in conflict with this ordinance, and especially an ordinance entitled "An ordinance providing for the licensing of any person, firm, corporation or association, owner or lessee, who or which operated within the City of Louisville any 'Pin or Ball' game, machine or device or any mechanical machine of skill or amusement, the fees therefor to be paid by the owner or lessee into the sinking fund of the City of Louisville, and providing penalties for the violation of this ordinance," approved September 5, 1934, are hereby repealed, but nothing in this ordinance shall be deemed to amend, alter or repeal an ordinance entitled "An ordinance providing for certain licenses, the fees therefor to be paid into the sinking fund of the City of Louisville," approved April 19, 1933, and as now printed in the Supplement of the General Ordinance of the City of Louisville, 1933, on pages 185 to 204, both inclusive.

Section 10. This ordinance shall take effect from and after its passage and approval.

Approved December 12, 1934.

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MENTIONING THE REVIEW TO ADVERTISERS WHEN WRITING ESTABLISHES YOU AS AN ENTERPRISING OPERATOR.

California Legislators Consider State Lottery

SACRAMENTO—Following on the heels of the legalization of horse racing in California and other official acts of recent years tending to recognize a liberalizing influence in the state, the California legislature now has before it a bill designed to eventually effect the legalization of a state-operated lottery on horse races within California.

This bill came before the legislature along with another intended to pave the way for the state's entry into the liquor field by providing for state liquor stores which would be operated under a state liquor administrator governed by a commission supervised by the State Board of Equalization.

Representative Jones and others in the Assembly sang the song of Lady Luck in introducing the lottery bill, which calls for a constitutional amendment which would permit the Legislature to legalize a state-operated lottery on horse races within California.

It would be a sort of sweepstakes lottery on one or more of the feature races. Proceeds would go to the old age pension and the general fund.

Whether or not the lottery bill meets with any further action, the fact that it was introduced indicates there are some lawmakers in California who advocate the loosening up of state policies.

Along with the move in this direction came one rapping slot machines. The latter bill provides that mere possession or operation or permitting the operation of a slot or card machine is a misdemeanor.

Favorable action on the state lottery measure, it is felt, would have a resultant effect of opening up California to a wider variety of coin-operated amusement devices, most of which are in widespread use here while others are still under ban.

Slot Machine Thug Uses Perambulator

MARYSVILLE, Kan. — Here's one about the big, bold bandit who used a rather elementary type of conveyance for his getaway after the crime — yes, an ordinary baby buggy!

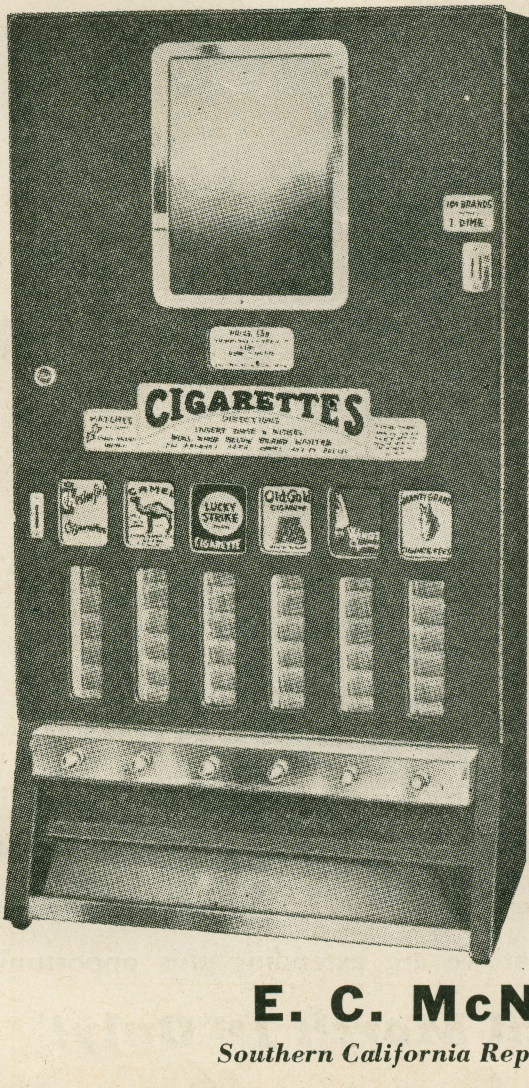
Local police, adept in the modern methods of burglary and the best possible manner of fleeing from the scene, were considerably upset when Frank Smith confessed he robbed a slot machine by placing the device in a baby buggy, taking it home to empty the cash box in privacy.

Daval Expanding; Takes New Plant

CHICAGO—Daval Manufacturing Co., preparing to come out with five new games which they expect to be the Royal Flush hand at the coin machine show starting here on the 18th, has moved all of its plant from May Street to 200 South Peoria Street.

The change, necessitated by production plans for Daval's five new games, doubles their space by taking on another full floor, about 150 feet square.

The games include both pin and counter types and are equipped with automatic coin separators and cash boxes of improved design.



National Cigarette Vendors

have been leaders in the Cigarette Vending business for

10 Years

The proposed state tax of 2c per pkg. on cigarettes will change price of cigarettes to 17c or 18c per pkg.

new

NATIONAL

1935 stock model operates on two dimes, makes correct change, sells box matches or gives away book matches.

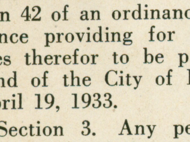
Immediate Delivery
Sample on Display

E. C. McNEIL

Southern California Representative

713 South Westmoreland **Phone FEderal 4055**

LOS ANGELES, CALIF.



BRASS CHECKS

Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25c
5000	$4.00 M	$4.50 M	$4.00 M	$5.50 M
1000	4.25	5.00	4.25	6.50
500	2.50	3.00	2.50	4.50

Nickel plated checks add $1.00 per M to above prices.

Samples on Request

Supreme Products Co., 333 N. Michigan Ave., Chicago, Ill.

Visit Review's Booth, No. 114

Visitors to the convention and exhibit of the National Association of Coin-Operated Machine Manufacturers at Hotel Sherman February 18-21 are cordially invited to visit THE REVIEW's special show booth—No. 114.

Operators, jobbers and manufacturers are invited to drop in, sign the register and get acquainted with THE REVIEW "family," the men who are responsible for giving you this lively leading magazine of the coin machine industry.

In charge of the booth will be C. J. Anderson, manager of THE REVIEW's Chicago office.

Prominent among those attending the convention and show will be Paul W. Blackford, editor and publisher of THE REVIEW and leading trade authority.

Remember, visit THE REVIEW booth, No. 114!

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Viking Gets Live Power

SAN FRANCISCO—Operators acclaim the Live Power pin game the master of them all! It is dependable in operation and gigantic in profits. With its four separate playing fields and as many as nine balls in motion at one time, it furnishes more thrills and displays more action than many pin games.

Live Power is a pin game that promises sustained play and a long life. It's the game the operators have been praying for.

The manufacturers of Live Power entrusted the Viking Specialty Company of San Francisco with the distribution of this marvelous game.

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ALWAYS MENTION THE REVIEW WHEN WRITING ADVERTISERS.

1935 Coin Machine Exhibit to Attract Record Crowd to Chicago Feb. 18-21

(Continued from first news page)

tory of the Coin Machine Show has there been so much interest displayed by the various operator groups. There will be not less than 15 to 20 special trains coming in. The New York group expects to have a solid train.

West Coming Strong

From all indications California will have one of the largest representations at the show. Some of the Pacific Coast leaders, taking advantage of arrangements made by THE REVIEW, are coming by overnight plane trip from the coast to have an extra day at the convention.

THE REVIEW heads the list of Pacific Coast exhibitors who have taken booths at the show. Copies of this issue of THE REVIEW are being distributed from every booth at the show and from THE REVIEW's special booth. All visitors at the show are invited to drop in at THE REVIEW's booth and get acquainted with the men who put out this magazine.

Here is the list of exhibitors at the show, complete up to press time:

SHOW EXHIBITORS

L. & R. Mfg. Co., Chicago.
Churchill Cabinet Co., Chicago.
International Mutoscope Reel, New York.
D. Gottlieb & Son, Chicago.
Northwestern Corp., Morris, Ill.
A. B. T. Mfg. Co., Chicago.
Groetchen Tool & Mfg. Co., Chicago.
Advance Machine Co., Chicago.
Pace Mfg. Co., Chicago.
Star Mfg. Co., Bronx, New York.
Rock-Ola Mfg Corp., Chicago.
Bally Mfg. Co., Chicago.
Genco., Inc., Chicago.
J. P. Seeburg Corp., Chicago.
Watling Mfg. Co., Chicago.
O. D. Jennings & Co., Chicago.
Mills Novelty Co., Chicago.
Central Pattern & Foundry Co., Chicago.
Stewart & McGuire, New York.
Goudey Gum Co., Boston, Mass.
Pan Confection Co., Chicago.
N. Shure & Co., Chicago.
H. C. Evans & Co., Chicago.
Daval Mfg. Co., Chicago.
The Harris Co., Chicago.
The Ad-Lee Co., Chicago.
Exhibit Supply Co., Chicago.
The Billboard, Chicago.
Simmons Coin Machine Co., Chicago.
Coin Machine Journal, Chicago.
National Carbon, Chicago.
Dudley-Clark Co., Chicago.
Central Die Casting & Mfg. Co., Inc., Chicago.
American Nickeloid Co., Peru, Ill.
Ansell-Simplex Ticket Co., Chicago.
Royal Novelty Mfg. Co., Chicago.
Gardner & Co., Chicago.
The Phoebus Amusement Corp., Chicago.
Chicago Coin Machine Co., Chicago.
Jack Keeney & Co., Chicago.
National Coin Machine Exchange, Toledo, Ohio.
Pierce Tool & Mfg. Co., Chicago.
Robot Venders, Inc., Brooklyn, N. Y.
Paris Bead & Novelty House, Chicago.
H. J. Peo Mfg. Corp., Rochester, N. Y.
Automatic World, Ft. Worth, Tex.
Pacific Amusement Co., Chicago.
John Gabel Co., Chicago.
Rowe Cigarette Machine Co., New York.
Buckley Mfg. Co., Chicago.
Hot Pot Corp., c/o Capson Mfg. Co., Chicago.
Peanut Specialty Co., Chicago.
Kalamazoo Automatic Music Co., Kalamazoo, Mich.
A. Gorretta & Co., Cleveland, Ohio.
Superior Paper Products Co., Peoria, Ill.
The Columbus Vending Co., Columbus, Ohio.
G-M Laboratories, Inc., Chicago.
Hanson Scale Co., Chicago.
Brunswick Record Corp., Chicago.
National Venders, Inc., St. Louis, Mo.
Decca Records Co., Chicago.
C. F. Eckhart & Co., Chicago.
North Center Metal Products Co., Chicago.
Arcade Amusement Co., Minneapolis, Minn.
Interstate Novelty & Toy Co., Inc., New York, N. Y.
Corbin Cabinet Lock Co., New Britain, Conn.
Automatic Popit Corp., Chicago.
Pacific Coin Machine Review, Los Angeles, Calif.
Rudolph Wurlitzer Mfg. Co., North Tonawanda, N. Y.
Caille Bros., Detroit, Mich.
Stoner Bros. Mfg. Corp., Aurora, Ill.
Western Equipment & Supply Co., Chicago.
Automatic Age, Chicago.
The Capehart Corp., Ft. Wayne, Ind.
Shyvers Games Co., Chicago.
Atlantic & Pacific Merchandise Co., New York, N. Y.
B. A. Withey, Chicago.
Thos. A. Walsh Mfg. Co., Omaha, Nebr.
John N. Germack, Detroit, Mich.

●

"It is better to be wise and not seem so, than to seem wise and not be so."
Plato.

●

"The sleeping fox catches no poultry." And again, "He who rises late must trot all day."
Benjamin Franklin.

1935 Convention Program

HOTEL SHERMAN, CHICAGO

▼

MONDAY, FEB. 18TH

10:00 a.m. Manufacturers' meeting and election of Code Authority for coming year.

Immediately following: Annual meeting and election of officers of the National Ass'n of Coin-Operated Machine Manufacturers. Manufacturers not members are invited to join and participate.

10:00 a.m. Meeting of distributors and jobbers.

12:00 noon Grand opening of Exhibit, mezzanine floor and Exhibition Hall.

TUESDAY, FEB. 19TH

10:00 a.m. Operators' convention program, Louis XVI Room. Everyone invited. Program Tuesday and Wednesday includes:

A Coordinated Legislative and Legal Service for the Industry.

Increasing Profits by Building Good Will for the Industry in Your Community.

How Successful State and Local Associations Help the Operator.

WEDNESDAY, FEB. 20TH

10:00 a.m. Operators' Convention Program (continued from Tuesday).

7:00 p.m. Annual Banquet and Entertainment, Grand Ballroom. Food, entertainment and dancing—a party you'll never forget.

HOURS OF EXHIBITION

The Exhibit Halls will be open from noon to 10 p.m. on Monday and Tuesday and from noon to 5 p.m. on Wednesday and Thursday.

Red Cross Vender

INSERT 25c COIN. PUSH LEVER DOWN UNTIL BELL RINGS
3 SAFETY RUBBERS
25 CENTS
IMPORTANT
FOR THE PREVENTION OF DISEASE ONLY
Coin returned when empty

America's Greatest Merchandising Machine Money-Maker!

Locations available everywhere in the country for the beautiful RED CROSS VENDER. 97% SLUG PROOF!! Anti-clog—can't be clogged. LAST COIN VISIBLE from front of machine. RETURNS COIN when machine empty. Package of 3 refills cost approximately 3c. Biggest Profit Merchandiser on the American market. Can be located in all Hotel Washrooms — Men's rooms everywhere — Garages — Taverns — Large buildings — Public washrooms — Factories etc. Will bring big profits everywhere.

SPECIAL INTRODUCTORY OFFER

One machine complete with 32 packages of 3 in each package
Selling at 25c per package
(NOTE: Gross Profits from 32 packages to you $7.00)
Sample $18.50. Liberal discounts in quantities

Many Territories Open—RUSH YOUR ORDERS TODAY!

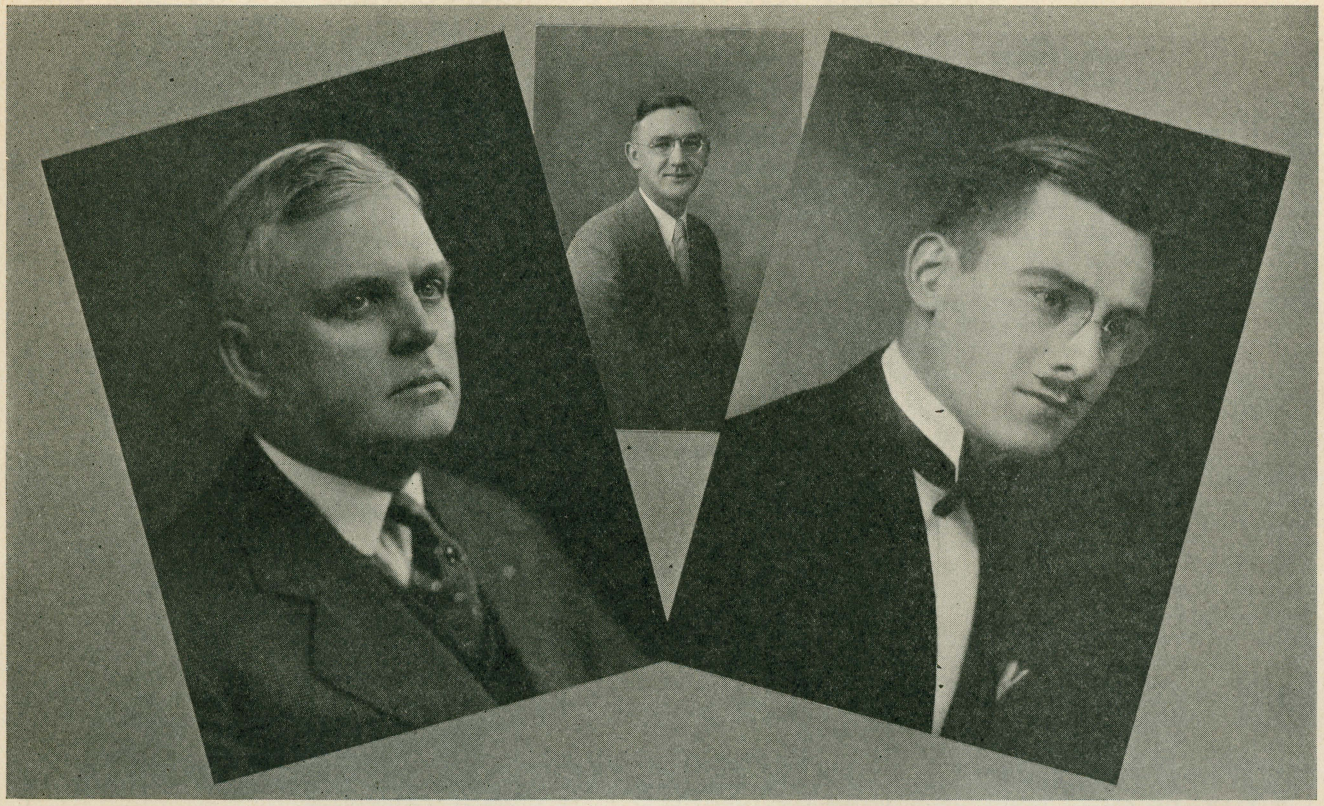
HERCULES SALES ORGANIZATION

1175 BROAD STREET ● NEWARK, N.J.

LONG BEACH COIN MACHINE EXCHANGE

SALES AND SERVICE ● NEW AND USED MACHINES
Our Motto: "We Aim To Please"
422 East Fourth Street Phone 623-278
LONG BEACH, CALIFORNIA

• Eastern Representatives of THE REVIEW •



Introducing to REVIEW readers and advertisers this Publication's Eastern representatives, with headquarters in Chicago and New York. At the left is Mr. C. J. Anderson, manager of the Chicago office. At the right is Mr. S. R. Cowan, manager of the New York office. In the center is Mr. E. W. Zimmerman, assistant to Mr. Anderson in Chicago.

Puffs *from the* Smoke Pack

By ART WELD

Member of C.C.V.M.O.A. in Good Standing (Thank Goodness)

"Bill" Rowe, daddy of the cigarette machine industry who made it possible for the American smoker to buy without leaving change for the cigar girl, has arrived from New York for a conference with H. W. Skelton and A. B. Macdonell, who have charge of the Los Angeles territory. We could say that Mr. Rowe reports business getting better and better; but who'll believe it? Only the operators know it's true.

Read the Review

Vincent J. Cochems, service supervisor for the Weld Vending company, used to drive a "light" car. But not anymore. Transition of his Ford out of that category came the other foggy evening. While he was putting on a disappearance act with a Kansas City steak, someone slipped up to his car, snipped a wire here and there, loosened a bolt or two and left with his headlights. Vince says it's O. K. so long as the thief keeps 'em trained on the straight and narrow path.

Read the Review

Horace Skelton, whose eulogies are more flowery than many heard in modern mortuaries, took occasion at the last meeting to laud the retiring officers of the association. He had just launched a 5-minute dissertation about the excellent manner in which the finances had been cared for by the treasurer. He was hitting on all V8 of his elocutionary cylinders when George Ovian, who had held that position, leaned over and whispered in my ear: "Say, Art, who's he talking about now?"

Read the Review

Mighty glad to read the items in last month's REVIEW from Waterloo, Iowa. Would like to hear more about the boys from back home.

Read the Review

The Rowe Service company is giving Old Man Depression a terrible flogging with a cat-o-nine-tails. Yes sir! Nine new employees put to work during January. No, they didn't fire any of the old ones.

Read the Review

Remember, I reported in THE REVIEW a couple of months ago that A. B. Macdonell of the Rowe Service company, after spending six months in Salt Lake City returned to his home in Los Angeles only to fly back the next day and return via plane the same night? Well, nobody around his office would tell me why he made the hurried trip. But, old sleuth that I am, I began deducing and deducting until now I have solved the mystery. He had forgotten to check out at his Salt Lake hotel. (There ain't nothin' you can keep from me.)

Read the Review

George Proffatt, eastern capitalist who has been sojourning in San Diego for several months, has returned to Los Angeles with his wife and will reside here for the present. Says he wants to be where he can keep a fatherly eye on his boy, Charlie, whose string of cigarette machines reaches from Los Angeles to somewhere else.

Read the Review

I have always wondered why I saw so many operators loafing around the northeast corner of Sixth and Broadway in downtown Los Angeles. Now I have it figured out. (Ah, the old sleuth again.) That particular location is occupied by a ready-to-wear store, above which hangs a sign: "The Woman's Corner."

Read the Review

And another sign that intrigued me hung directly across the street during the recent pre-election campaign. The candidates banner announced: "Cattell. Board of Equalization." A swell place to "beef" about the sales tax, no doubt.

Read the Review

Next meeting of C.C.V.M.O.A., which is short for that long organization this column represents, will be held with President E. C. McNeil at his Valley Country Club, 14200 Ventura boulevard. It's a mountain retreat and some of the boys hope it will develop into a hyphenated retreat, with brass rail and appurtenances.

Read the Review

And here's news for the grievance committee. Although they won't know it until they read this, they're going to be privileged to investigate a couple of cases of location-jumping by two members of the organization. (Read THE REVIEW for news before it happens.) How did I hear about it? Why, because the spots they jumped were mine! (Such a sleuth!)

THE GREATEST GAME OF THEM ALL!
CHEVRON
HARRY WILLIAMS' LATEST. SEE IT TODAY.

Ideal Is Active Missouri Jobber

ST. LOUIS—Ideal Novelty Co., with headquarters at 3003 Lemp Avenue in this city, is one of the most active jobbers of coin machines in the Middle West, serving as Missouri and Southern Illinois distributors for all Bally Products.

Ideal is also Missouri distributor for both Ever-Ready Batteries and American Chicle Ball Gum.

Carl F. Trippe, head of the Ideal Novelty Co., is stirring up plenty of interest in the Chicago show among the Missouri operators and is arranging a Bally Special that is expected to be one of the largest rail parties to the show.

Pocket Razors
60c
EACH

Sample Postpaid 75c

A NOVELTY HIT!

Men and women alike want this pocket safety razor on sight because it's got "it." Light as a feather and slips into the pocket or purse like a fountain pen and really shaves too! Stimulate play with the Elgin razor, 10 assorted for **$6.25** postpaid, and ask for our catalog. Money back if not satisfied.

JOSEPH HAGN COMPANY
Distributors
225 W. MADISON STREET, CHICAGO

OPERATORS, IT'S HERE
NEW AUTOMATIC
MYSTERY PAYOUT
ATTACHMENT FOR
PIN TABLES

OPERATORS: You can now equip your Non-Automatic Pin Tables, with this new AUTOMATIC MYSTERY PAYOUT device at a fraction of what it would cost you for the cheapest Automatic Table.
Just imagine a fully AUTOMATIC PAYOUT DEVICE (Electrically Operated) which will do everything that the most expensive Automatic Pin Table does, and at a price of only $12.50.

ONLY $12.50 EACH
COMPLETE
Ready to Install

PAYS REWARDS FROM 1 TO 25 COINS AUTOMATICALLY

The "HOTTEST" thing ever invented. Earns as much as a regular Jack-Pot Slot Machine. It has been TESTED and PROVEN! Guaranteed 100% Mechanically Perfect. Anyone can install it in 30 minutes. Full instructions with each unit. Send in your order for a sample today. Get in the big money by operating AUTOMATIC PIN GAMES. 1 or 1,000 at $12.50 each. Don't ask for cheaper prices. It's cut to the bone.

NOTE—*Mystery Payout units fit all machines which have a sliding lower panel board.*
Terms: Fourth cash deposit, balance C.O.D.

HUBER COIN MACHINE SALES CO.
600 to 610 W. Van Buren Street CHICAGO, ILLINOIS

Forty Years An Operator of Coin Machines

By S. MORTON COHN
(as told to E. G. Thomas)

GEORGE MAPLE'S yarns printed in THE REVIEW recently about the old-timers in the coin machine business were so interesting that they brought to my mind many incidents that have occurred since I started with coin machines back in the late '80s and early '90s, more than 40 years ago.

I hate to admit how old I am, but it seems like yesterday when I first began operating around Sandusky and Toledo, Ohio. It must have been around 1889 when I opened with a number of smaller chance machines east of Chicago and around Pennsylvania.

Since then I've had some exciting times —during the gold strike in Cripple Creek, Colorado; the Klondike excitement in Portland and Seattle; the wide-open days in New Orleans; big money in Chicago, and finally operating again here in Los Angeles after graduating from penny arcades into the theatrical field. That's some rambling. But let me go back to Chicago in 1893.

The Old Round Bar

I had the entire downtown district covered with machines. My favorite hangout was the old Round Bar, run by a couple of Irishmen by the names of Lansing and McGarrigan. My machines got a good play there, and at night it was all I could do to take the money over to the safe in the old Masonic building. All my pockets were so loaded down with cash I could hardly walk. Those were real times when people weren't afraid to spend their money, let me tell you!

One of the popular machines at that time was called the Three Arrows. It was an upright affair with a big dial and three pointers which spun around and stopped at different combinations. You could play it with nickels or quarters.

The Chicago business expanded past 22nd Street and finally it was more than I could handle. So I sold the South Side rights to Pete Schaeffer. Pete was one of the four Schaeffer brothers who later operated with Caille Bros. in Detroit. Then he went in with John Kunsky operating machines and drifted into penny arcades. He formed a partnership called Jones, Linnick & Schaeffer to handle movies, operating a string of theaters.

New Orleans Next Stop

After Carter Harrison was defeated for mayor of Chicago, the district attorney put the lid down and so I moved all my equipment to New Orleans. That was in 1894 and 1895. I operated in Louisiana for some time, then went over to Galveston, Texas, and to Oklahoma City. My next move was to Denver and Cripple Creek, Colorado.

This was at the time of the big gold strike, and was Cripple Creek a "hot" town? Things were booming. There wasn't a room to be had in the whole place. I built me a cabin and set up my machines. Not content with all that the games were taking in, I got into mining stocks and shares. I made a lot of money that way— and I lost a lot, too.

Well, I was always one to follow the live spots, so when the excitement died down around Cripple Creek I set out for Oakland. I must have spent nearly two years in California at this time. After sticking in Oakland for a year, I went over into the San Joaquin Valley. I guess I was around Fresno and Porterville for over six months. Craving more excitement, I headed for Portland in 1901, and there I found it!

Portland's Keyless Saloons

Portland, the town where the saloons had no keys. That's one thing I'll always remember, as well as the time I swiped Alexander Pantages' leopard act—but that's getting ahead of my story. But when I tell you that the saloons in Portland were open all night, let me say that the whole place was wide open and gambling certainly flourished.

When I started operating there, I had all kinds of machines—chance games and legitimate devices. I had the first automatic music machines. One was a self-playing piano, called the Peerless. Another great favorite was the Wurlitzer Tonophone. One of the best money-makers was the Encore, a glass-encased banjo machine, and they kept feeding the nickels into that thing so fast you'd think they'd tear the strings off the banjo.

The music was selling so well that I went for a real novelty line and imported from Germany some of those old Welte Mignon orchestras, in which a whole band played for you.

Of the chance games the most popular was the Dewey, a six-slot machine that you could play up to a dollar. You could put in up to six coins at a time. At this time I was operating about 400 machines, and I owned all of them except the Encores, which you couldn't buy. The manufacturers would let them out on lease only.

Sells Encore to George Maple

Here's where I met up with George Maple, who now lives in Great Falls, Montana, and has given you REVIEW readers some great gossip about the old days. Well, a year after the Klondike rush I had the Encore rights for the state of Oregon and eventually I was able to buy some of the machines. I remember selling one to George for $700 (he says he paid only $600). It had a couple of motors, one to run on battery during the day time when the power was shut down, and the other for heavy night duty. He writes that he sold the machine later to John Schmidt for $800 after making some good money with it.

In 1903 I handled the cash for the General Film Company in Portland and had a business of real estate, investments, inventions and amusement enterprises. I branched out to take in Washington and Idaho. Then I secured exclusive rights for all films in those three states and formed the Amalgamated Film Corporation. I was finally bought out for $200,000. I organized a theater company called the People's Amusement Company and consolidated eighteen theaters. Most of my business was in Seattle and Tacoma. I had previously opened the first penny arcade in Portland and later operated an arcade in a beautiful location in Seattle.

In 1904 I introduced popular-priced vaudeville into Portland, opening the first 10-cent vaudeville house in that city. I branched out to Seattle at the time Pantages started there.

Snatching the Leopards

There was plenty of cut-throat competition in the snow business in those days, and I was always mixed up in some great three-way rivalry with Mr. Pantages and Sullivan & Considine.

That recalls the leopard incident I mentioned earlier in this story. It all started at the time I was staging a grand opening for my Star Theater. I advertised the thing like a circus. We sent up a stationary balloon attached to the top of the house; we papered the town—and all of this ballyhoo played up our feature act, Frank Hall and His Wild Lions. The lions were being shipped from San Francisco and I started worrying when they didn't arrive. Time for the opening came and still the lions weren't there. We had to go on without them, subbing a weak act, and it wasn't until later I discovered that through the connivance of Billy Watson, San Francisco booking agent, Pantages had persuaded Hall to take his lions off the boat at San Francisco and leave me stranded.

I got even by snatching the leopards. Pantages had a vaudeville house at Second Avenue and Seneca and was playing up Celia's Wild Leopards. The Star was at Second Avenue and Cherry. I sent Alfred Onken, who is here in Los Angeles with me now, to Spokane to intercept the shipment of the leopards and Pantages had to put on his show without knowing where his leopards had disappeared.

Just one of the incidents in that rivalry. Sullivan & Considine gradually expanded and I sold out to them.

It was Chicago again for me, this time as organizer of the Transcontinental Machine Company. The purpose of this company was to develop patents.

The Automatic Shoe Polisher

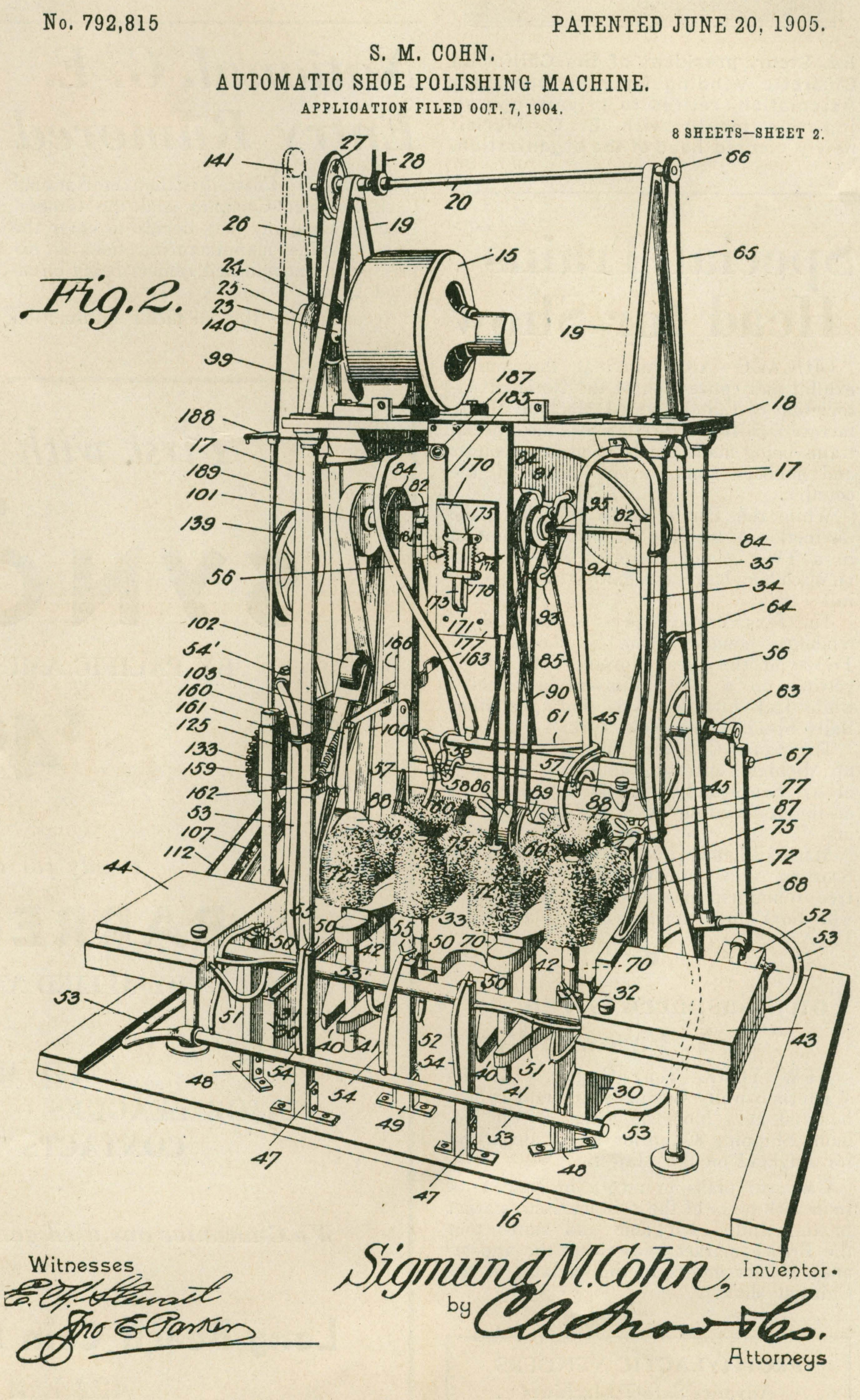
My pride at that time was an automatic shoe polishing machine. I was granted a patent on this machine on June 20, 1905, and believe me it gave you a real shine. It was a big affair, furnished with a seat, and you put your feet into two specially adapted rests while the machine did the rest. There was all sorts of machinery in the thing, motors, pulleys, belts, chains, and about 50 different kinds of brushes. It even squirted liquid polish on your shoes, and by the time you pulled your feet out of the machine you felt light-footed, indeed. These automatic shoe polishers sold for $1000, to give you some idea of how complicated they were.

Some time later I bought an eastern theatrical circuit and operated it for a long period. In 1910 I went on a tour of the Orient and in 1913 I opened the Hippodrome on Main Street in Los Angeles. I was away for some years but in 1917 I moved to Los Angeles and have been here most of the time since.

Marble Games Develop

The year 1930, when the marble game was in its infancy in Los Angeles, I was back with my first love—coin machines. We thought those first pin games were wonders, the Two and One and the Indoor Striker. But how they soon became outmoded by these fine table games they're putting out now is a matter of history in the industry.

Looking back over my 40 years as a coin machine operator, it's not such a long time for a young fellow like me. I'd like to hear from some of the other old-timers in the business. You can write to me in care of THE REVIEW office.



Here is an original patent drawing showing the intricate mechanism of the automatic shoe polishing machine invented and patented by S. Morton Cohn, who tells REVIEW readers in the accompanying story about this and other highlights of his 40 years as a coin machine operator. Note the foot-rests where shoes are placed while revolving brushes operate by means of countless belts and pulleys. These machines sold for $1,000 each.

Keep Market Open by Check On Game Output, Says Mohr

LOS ANGELES—Checking factory production schedules on new pin ball games as a means of keeping marketing channels open is the suggestion of Mack Mohr of Mohr Bros., well known Pacific Coast amusement game distributors.

Mr. Mohr recently returned from an extensive tour of the Pacific Coast territory, including California, Oregon, Washington, Idaho, Montana and Wyoming.

His chief observation on this survey was that the field is covered with pin ball games and operators have no outlet for current equipment before new models are being offered.

"For instance," explains Mohr, "an operator in Oregon has 25 pieces on location. Ten of these he has had for 30 days and ten more for 60 days. They have paid for themselves and are just beginning to bring him some returns on his investment when a new machine appears and his games are obsolete.

"All right, where is his outlet for his 25 games now in operation, so that he may take delivery on new equipment? He can't very well burn them up, and offering them for resale is likely to have the effect of flooding the territory with used machines and certainly cutting the chances of new sales."

What does Mohr suggest as a remedy? First, manufacturers should limit their output to a fixed number of new games each year. Each game could be turned out in sufficient quantities to supply the demand, and operators could buy with the assurance that the firm would not be producing another new game within a couple of weeks to outmode his new stock.

Second, a planned production schedule would provide manufacturers with sufficient time to test their new games on location before putting them on the market, Mohr declares. This planning of time would mean that the new games would go on the market bug-proof, that better games would be produced, and that 30-day delivery could be assured instead of the uncertainty which frequently prevails.

"Why should the operator have to test games on location?" Mohr queries.

●

National Has S. F. Opening

SAN FRANCISCO—The local branch of the National Amusement Company held open house on January 19th at their new offices at 521 Golden Gate Avenue.

Operators dropped in throughout the day for refreshments and to wish the firm the best of luck in their new location.

New spot is considerably larger than the National former quarters at 29 Ninth street.

●

Lottery Legislation Introduced in House

WASHINGTON—A proposal to permit the Secretary of the Treasury to run a lottery to raise funds for government expenses was introduced in the House by Representative Kenney, of New Jersey, who introduced a similar measure last session. Lottery legislation is not expected to get very far due to the pressure of relief and other legislation.

●

Machines Out In Tijuana

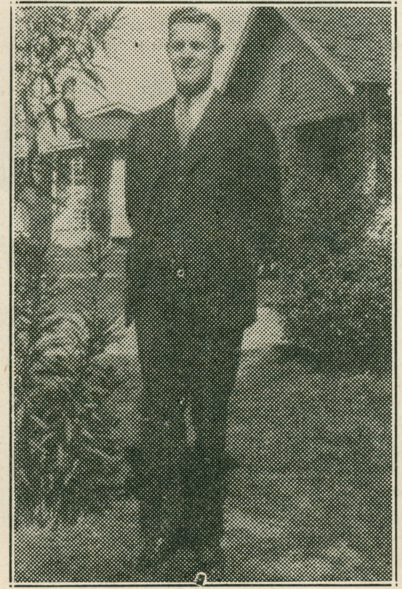
TIJUANA, Mexico—Slot machines were ordered out of Tijuana and Agua Caliente during January when President Cardenas signed an order authorizing the Mexican police to clean up the slot machines along the border.

Machines also were ordered out at Ensenada, Mexicali and Tecate. The action on the part of the President will cost the government over a million dollars in Tijuana alone it is claimed.

●

MENTIONING THE REVIEW TO ADVERTISERS WHEN WRITING ESTABLISHES YOU AS AN ENTERPRISING OPERATOR.

• Retires •



Ed. Steur, president of the California Cigarette Vending Machine Operators Association, retires to private operating this month with E. C. McNeil newly elected head of the organization.

Special Trains Head for Show

CHICAGO—Attendance at the annual exhibit and convention of the National Association of Coin-Operated Machine Manufacturers will be swelled by the special trains being made up to bring in operators and jobbers from various parts of the country.

While the Pacific Coast will have the distinction of sending an aerial expedition in a TWA plane chartered by THE REVIEW, other large delegations will go by rail.

The Texas crowd expects to carry off attendance honors. From St. Louis, Carl Trippe of the Ideal Novelty Company is getting up a Bally Convention Special, while Jack Fitzgibbons is routing another Bally Special from New York.

The Sauve Company Special will round up Michigan operators under the direction of Art Sauve and E. C. Borden, president of the Association of Skill Game Operators.

Marshall-Lemke, Inc., of Detroit are boosting show attendance by offering a free round-trip passage to each operator who buys three machines up to February 17.

●

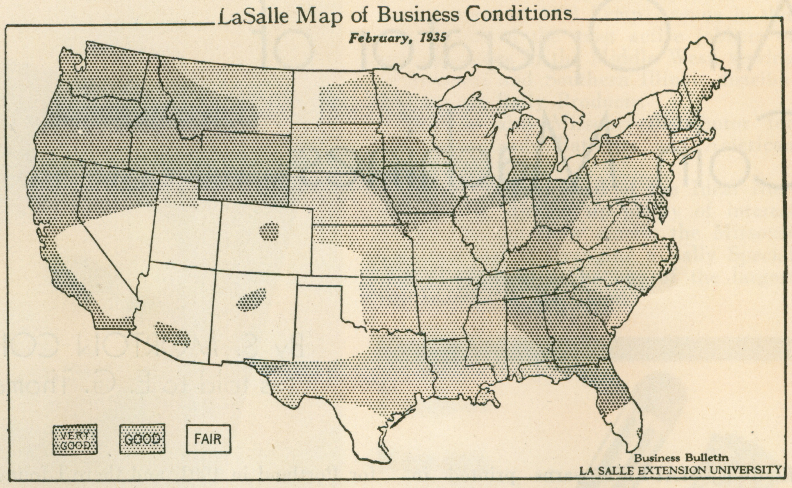
Tony Gasparro Given N. Y. Farewell Party

NEW YORK—Tony Gasparro, of the Western Novelty Company of London, was honored at a luncheon given by the Dumont Shipping Co. prior to his departure for England on the Majestic.

Gasparro plans to return to New York soon with news of the coin machine market in the United Kingdom and states that the British market is awaiting the appearance of new games in this country at the Chicago show.

PROPHYLACTIC VENDERS
Advance Safe-T Machines
Vend 3 in box for 25c (your cost 5c per box — location commission 5c per box)
New Machines $14.50—Used $8.50
VIKING SPECIALTY CO.
632 Polk Street, San Francisco

-:- The Trend of the Times -:-


LaSalle Map of Business Conditions
February, 1935
VERY GOOD
GOOD
FAIR
Business Bulletin
LA SALLE EXTENSION UNIVERSITY

January Commercial and Industrial Activity Shows Favorable Uptrend

Map Supplied by BUSINESS BULLETIN Division of LaSalle Extension University

Retail and wholesale trade, manufacturing industries, and also the basic industries are all showing increases over December and January of 1934. Credit and finance remain dormant because of pending Supreme Court decisions on New Deal legislation.

The "Very Good" areas of business remain approximately as they were last month excepting that there are additional such areas in New England; Baltimore, Md.; Washington, D.C.; New Orleans, La.; Denver, Colo.; Albuquerque, N. Mex.; and California. There has been a contracting of the "Very Good" area in the Southern States, the West South Central changing from the "Very Good" to "Good."

National, G. E. Entry Rumored

CHICAGO—Possibility that the National Cash Register Company and the General Electric Company may decide to enter the coin machine manufacturing field is expressed in unconfirmed rumors being circulated here.

According to the unofficial information being bruited about here, National and General Electric would turn some of their manufacturing resources over to the production of pin ball games and other coin-controlled amusement devices.

Confirmation of these reports was not available here, however.

THE GREATEST GAME OF THEM ALL!
CHEVRON
HARRY WILLIAMS' LATEST. SEE IT TODAY.

First with the Latest!
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SYNCHRO
BY PACIFIC AMUSEMENT MFG. CO.
$49.50
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Ready for delivery soon
BARREL ROLL
BY ALLIED AMUSEMENT CO.
●
USED MACHINES
MAJOR LEAGUES SIGNALS
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We Guarantee our used games to be in perfect condition
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Long Beach Coin Machine Exchange
422 East Fourth St.
LONG BEACH, CALIF.
Phone: 623-278

Red Grange Through As Grid Player; Marble Games' Designer Will Coach

By STAFF WRITER

"YES, tell REVIEW readers I'm through playing professional football at the end of this season; I'm going to coach next year."

It's Red Grange, the "brainiest grid player of all time," speaking in an exclusive interview with THE REVIEW, between plays during a scrimmage session at Gilmore Stadium at Los Angeles with the Chicago Bears which he captains.

RED GRANGE TELLS PLANS

Readers of this magazine have been admirers of the famous Galloping Ghost ever since he stepped into prominence at the University of Illinois and subsequently launched himself upon a colorful career in professional football.

Recently the red-headed luminary of the so-much-per-yard gridders came into the fold of the coin machine industry by designing what promises to be one of the most popular pin ball games, "Galloping Ghost No. 77," a football table game for the Pacific Amusement Manufacturing Company. But to get back to Red as he talks of his football career and indulges in a workout with the Bears:

Ten Years Enough

"Ten years in pro football is plenty, for me at least, but don't think I can't still take it!" With that remark comes a long punt down the field and two big, fast ends under it. Red makes the catch and is off with his old-time speed and agility. It is easy to see, however, that his Bear teammates are treating their star box-office attraction with kid gloves.

Grange does more to pep up these practice sessions than any other player on the Bear squad. He's still a kid at heart, always joshing his mates and taking plenty of "razzberry" from them when the formations don't click just right. He sidesteps a couple of husky tacklers as he lopes back in the direction of the writer and then zooms a hot pass right at the midsection of an unsuspecting fellow player.

"Yep," he pants, "I'm still down to 189 pounds, which isn't so much more than I packed when I first started playing pro ball back in 1925. But I'm hanging up my moleskins after these Coast games with the Bears are over. I suppose a few of the customers still come to see me play, but I want to get into the coaching end of this business while I have a few offers instead of waiting until I'm a forgotten man."

Listen to George Halas, owner and coach of the Bears, however, and you'll see that Red is covering up a bit under his natural modesty.

Coach Praises Red

"Say, Red is still one of the best ball carriers on my squad, and don't think differently," declares Halas. "He's the biggest attraction we have, and we'll certainly hate to lose him after our next few games. He's done mighty well by us, and we'd like to see him get a break in the coaching game. He'll be smart at it, too."

So, folks, it's definitely good-bye to Red as a player but the knot-hole gang and the rest of us dyed-in-the-wool fans will keep pulling for him to coach victorious teams and turn out more great marble games like "Galloping Ghost No. 77."

Wizardry Duplicated

But the name of Red Grange will never die on the lips of football followers. He will aways be the symbol of speed and wizardry on the gridiron, and he has also helped to perpetuate his famous plays by incorporating them in Pacific's "Galloping Ghost No. 77."

There are forward passes, kicks, fumbles, long runs, penalties, losses, gains of 10, 20 and 50 yards, and touchdowns in this new pin ball game on which Pacific experts have been working so long before releasing it last month.

You can go out to the football field and watch Red Grange, Bronko Nagurski and other stars of the Chicago Bears execute fancy plays and then go to a "Galloping Ghost" table and duplicate those plays yourself.

Speaking of Nagurski, Grange can't decide between the former Minnesota star and Ernie Nevers of Stanford as the best fullback he ever saw. He says it's a toss-up because Nevers had triple-threat ability while the Bronk is the toughest line-buster Red ever met up with.

Red Picks Best 11

Just for fun, look over Grange's idea of the best 11 players he has seen, played against or with:

Ends—Chamberlain of Nebraska and Muller of California.

Tackles—Healey of Dartmouth and Duke Slater of Iowa.

Guards—Michaleski of Penn State and Jim McMillan of Illinois.

Center—Mel Hein of Washington State.

Quarterback—Benny Friedman of Michigan.

Halfbacks—Cliff Battles of West Virginia Wesleyan and Beattie Feathers of Tennessee.

Fullback—Nevers of Stanford or Nagurski of Minnesota.

If you really want to go back that far, Red has been playing football 17 years, including high school and his freshman year at Illinois before he began his three-year campaign as All-American halfback as a sophomore. He got his biggest thrill as a senior when he scored three touchdowns to help the Illini swamp Pennsylvania when Penn wasn't given a chance to lose.

A husky brute of a football player strides past as the Bears continue practice, and he reminds Grange of a funny one.

"That's George Musso, our baby 272-pound tackle," says Red. "He'd like to be a fullback. In one game we gave the ball to Musso to pack over for the extra point after a touchdown. An opposing back who had a chance at him didn't try to tackle. 'Me tackle him for one point? Not me. For six points, mebbe, but not for one.'"

This just goes to show how tough is professional football and why Red Grange, the all-time All-American, is satisfied with 10 years of it as a preparation for coaching.

●

Code Authority Vote Feb. 18

CHICAGO—Election of a Code Authority to succeed the present Code Authority for the coin-operated machine manufacturing industry will be held at Hotel Sherman here at 10 a.m. February 18, the opening day of the annual convention of the National Association of Coin Machine Manufacturers.

A nominating committee to be appointed by the chairman of the Code Authority will submit the names of not less than five nor more than seven candidates and additional nominations may be made from the floor.

Each member of the industry entitled to vote will have one vote for each $50 paid by that member during the twelve months ending December, 1934, providing that every member in good standing shall have one vote.

Members whose assessments from February to December, 1934, are paid in full by February 15, 1935 shall be entitled to vote. Votes by proxy may be made in writing by filing with C. S. Darling, secretary of the Code Authority.

●

Miller Co. to Handle Bally Line, Missouri

CHICAGO—Miller Novelty Company of Kansas City, Missouri, has been appointed Bally Manufacturing Company distributor for some 30 counties in northwestern Missouri, a territory which includes such important cities as Kansas City and St. Joseph.

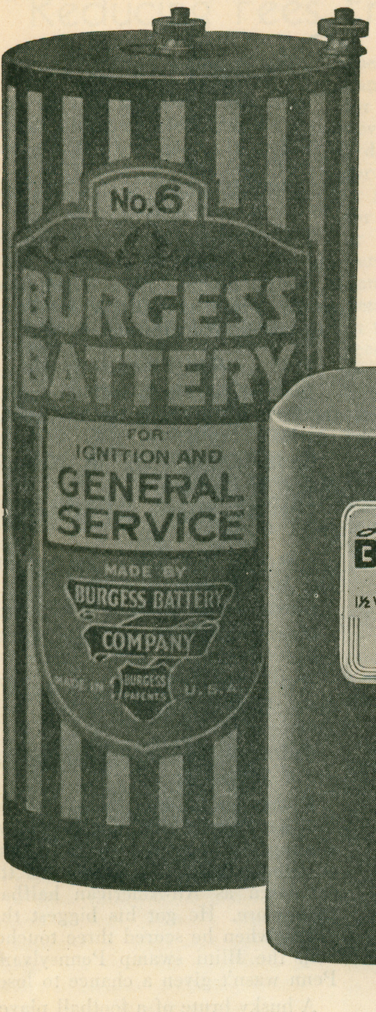
SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100..............$3.50
200.............. 5.50
300.............. 7.50
400..............$ 9.00
500.............. 10.00
1000.............. 18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die to be used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise.

Supreme Products Co., 333 N. Michigan Ave., Chicago, Ill.


No.6
BURGESS
BATTERY
FOR IGNITION AND
GENERAL SERVICE
MADE BY
BURGESS BATTERY
COMPANY
MADE IN U.S.A.
BURGESS PATENTS
Little Six
BURGESS
BATTERY
1½ VOLTS 40 WATT HOURS
COPYRIGHT 1934 BY BURGESS BATTERY COMPANY FREEPORT, ILLINOIS
NUMBER·4 FH
MADE & PRINTED IN U.S.A.
PATENTED

Let the *Little Six* GIVE ACTION TO YOUR GAME

CONGRATULATIONS to Harry Williams on "ACTION" in which the Burgess Little Six Battery is used exclusively. This battery is playing an important part in the success of this winner.

Liven up the play and increase the profits. To do this—use the new Burgess Little Six Battery. It gives the service that you and your customers demand.

The Little Six delivers its energy at a more prolonged HIGHER VOLTAGE than the standard No. 6 cell. This provides a peppier game and consequently larger profits from satisfied patrons.

Moreover, the Little Six is 30% smaller and 40% lighter than the standard No. 6 dry cell—a saving in weight, space and transportation cost. It is chrome-protected and therefore has the exceptionally long life for which Burgess Batteries are so well known.

The Burgess Little Six Battery is leak-proof. Even when accidentally short circuited it cannot leak electrolyte which would damage the cabinet or machinery.

Uniformity is a feature of the Little Six. Made from four individual cells, each carefully tested and selected, it is possible to reduce variations between batteries to a negligible quantity.

Order from your jobber or write us direct for full information.

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America Has

ACTION

Greatest Game of All Time

BALLY MFG. CO. and **AUTOMATIC AMUSEMENTS CO.** still going full blast to meet the unprecedented demand for

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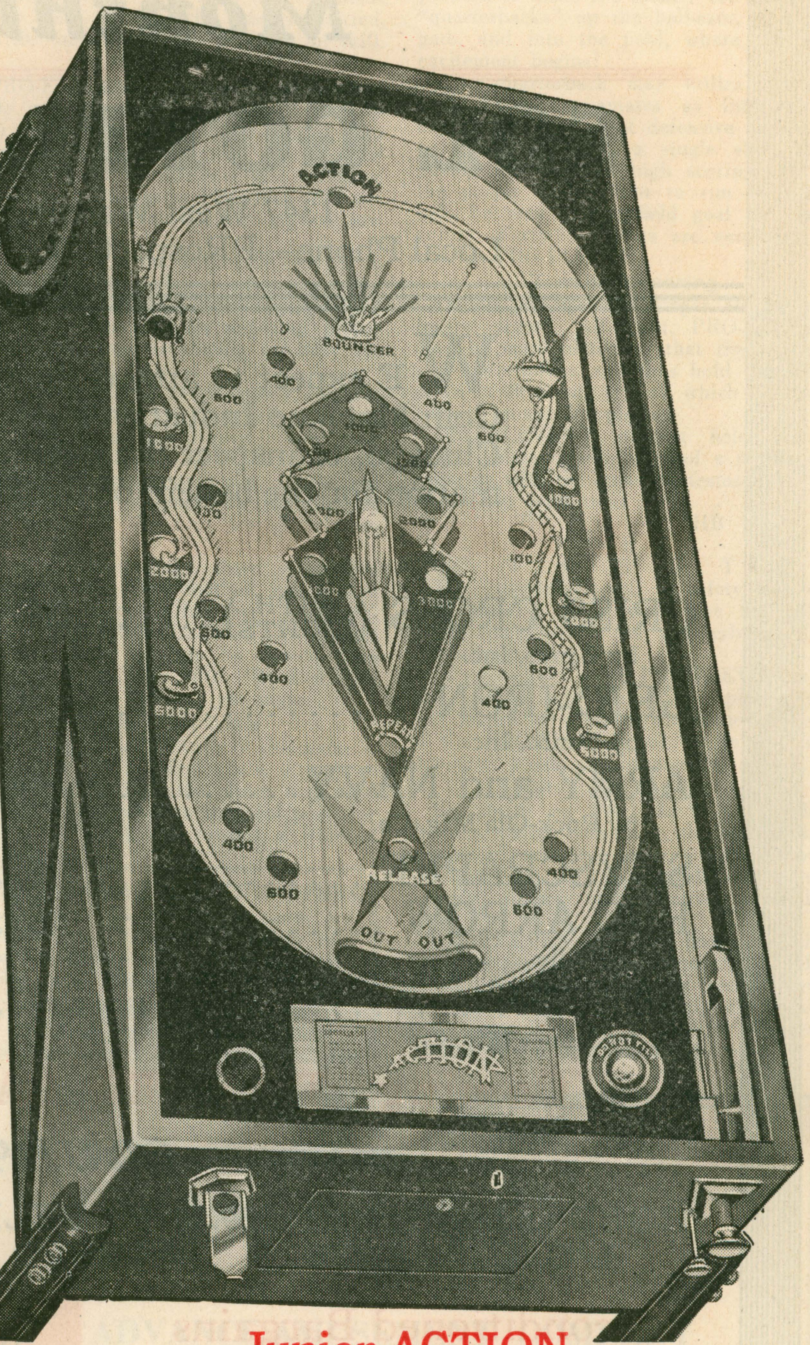

ACTION
BOUNCER
REPEAT
RELEASE
OUT
OUT

Junior ACTION

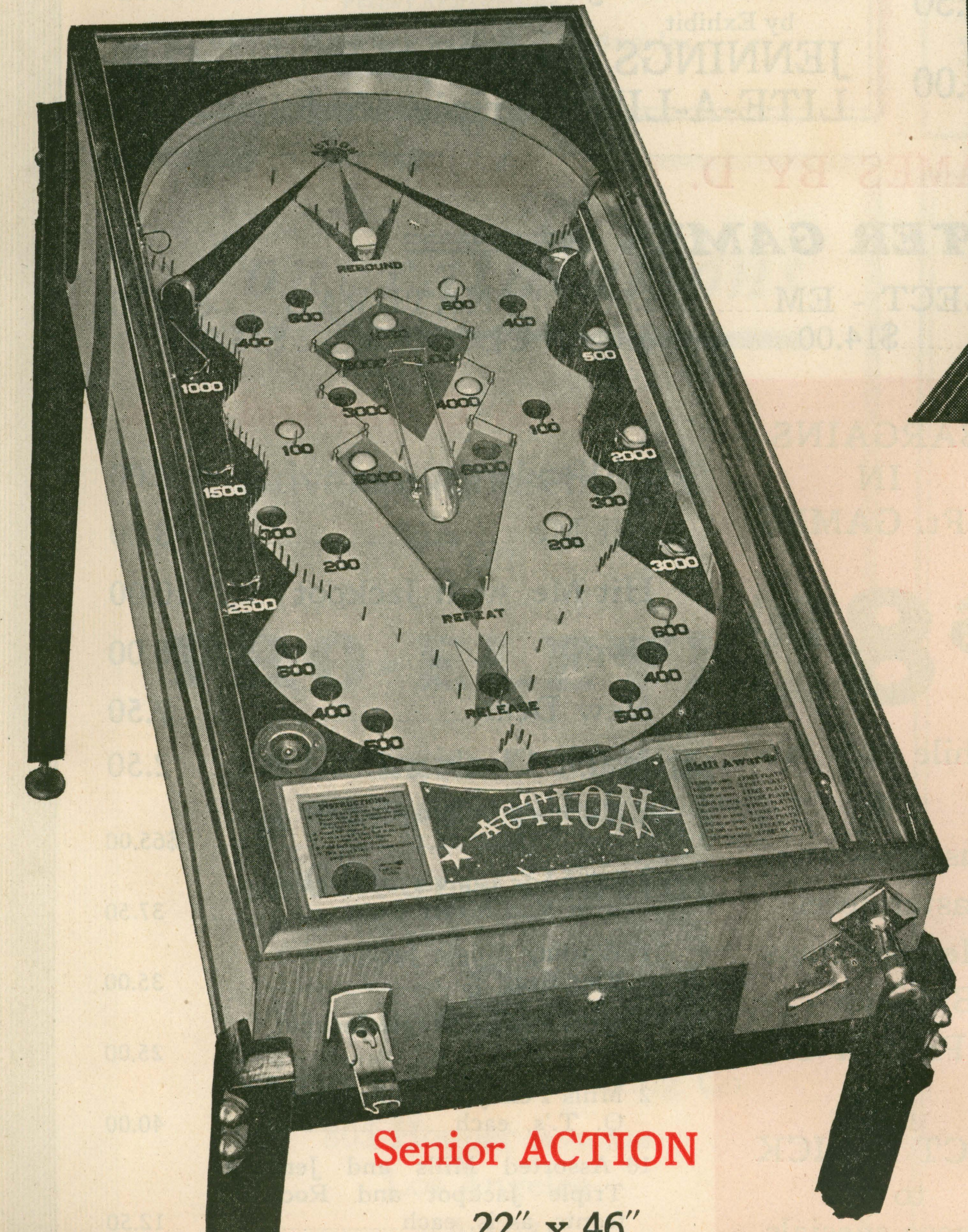
20″ x 40″

●

EASTERN OPERATORS and JOBBERS: Write, wire or 'phone Bally Mfg. Co.

WESTERN OPERATORS: Continue placing orders for both models with Automatic Amusements Co.

●


ACTION
REBOUND
REPEAT
RELEASE
INSTRUCTIONS
Skill Awards

Senior ACTION

22″ x 46″

Automatic Amusements Co.

2534 West Pico Street
LOS ANGELES, CALIFORNIA

Monthly Bulletin

SOL GOTTLIEB COMPANY

1347 West Washington Blvd., Los Angeles, Calif.
Local Phone—PRospect 3351 Long Distance—PRospect 6957

WE expect to attend the National Convention and Exhibit of the Coin Machine Industry, February 18th to 21st at the Hotel Sherman, Chicago, to inspect the new machines and bring back valuable information for the benefit of the Pacific coast operators.

WE HAVE ORDERED AND ARE DELIVERING NOW:

CRISS CROSS (WITH LIGHTS) by Genco, Inc.	$47.50
GRID-IRON by Genco, Inc.	36.00
ARMY and NAVY by Rock-Ola Mfg. Co.	47.00
SKYSCRAPER	47.50
RED ARROW by Bally	69.50
BEACON by Stoner Mfg. Co.	42.00
ACTION, JR.	39.50
BARREL ROLL by Allied Amusement Co.	$69.50
CHEVRON (COUNTER GAME by Automatic Amusements Co.	33.00
SYNCHRO by Pacific Amusement Mfg. Co.	49.50
REBOUND JR. by Exhibit	41.85
JENNINGS FOOTBALL	42.50
LITE-A-LINE, Triple Model	96.00

Coming: TWO NEW GAMES BY D. GOTTLIEB & CO.

COUNTER GAMES

HOLD and DRAW	$29.50
SELECT - EM	$15.00
NATURAL	$18.50
I. O. U.	$14.00
MARBLO	$14.00
4-LEAF CLOVER	$15.95

Reconditioned Bargains

Contact, Seniors	$13.50
Contact, Juniors	17.50
Contacts, Babys	10.00
Major League, 44 inch	25.00
Major League, 40 inch	22.50
Forward Pass, Senior	10.00
Forward Pass, Junior	17.50
Merry-Go-Round	15.00
Signals	20.00
Actions	37.50
Gateway	17.50
Marble Parades	17.50
World's Series	5.00
Airways	4.00
Century	3.50

BARGAINS IN 5-Ft. GAMES

$8.00 Each

While they last!

●

Crusaders
Masterpieces
Metropolitans
Big Shot
Premier Copy

●

ACT QUICK to get these specials

Counter Games and Slots

21-Venders	$ 8.00
Hit Me	8.00
Hit Me, with Jackpot	10.00
Gypsy	5.00
New Deal	7.50
Magic Clock	2.50
1 Mills—5c Golden Vender No. 308,000	$65.00
1 Mills—5c Converted Escalator with Van Meter front	37.50
1 Watling Single Jackpot, Blue Seal	35.00
2 Mills Penny, Single Jackpot Q. T.'s	25.00
2 Mills Penny, Double Jackpot Q. T.'s, each	40.00
10 Assorted Mills and Jennings Triple Jackpot and Rock-Ola fronts, as is, each	12.50

PRO-ELEVEN by Advance New All-Year Pin Game

LOS ANGELES—"Conditions in the field of coin-controlled amusement devices today indicate a lack of unusual equipment, due to the rapidity of model changes and the consequent abundance of unproven machines, that operators everywhere will welcome a product of proven merit," declares Mr. I. W. Eisenberg, general manager of the Advance Amusement Company, in announcing PRO-ELEVEN, a new high-quality football game.

"Before we brought out PRO-ELEVEN, Advance production men carefully surveyed the market and discovered that because of the competition in turning out new games as speedily as possible, manufacturers were overlooking the significant fact that a product of merit is essential to the success of the operator," Mr. Eisenberg explained.

Fills Need for Qualily

"We believe that the quality of workmanship and materials that go into the production of PRO-ELEVEN are certain to assure profits for PRO-ELEVEN operators because here they have a non-seasonable game that represents the best that ability, experience, sound financial backing and knowledge of the field can produce."

Back of the organization of the Advance Amusement Company is a record of engineering and production achievement gained in turning out electrical and mechanical devices of every description.

That PRO-ELEVEN is non-seasonable is evidenced by the greater play it has attracted over other games on test locations despite the fact that the game of football itself is now forgotten until next fall.

Reason for PRO-ELEVEN'S tremendous drawing power is its fascinating appearance which attracts players, the novel automatic devices that keep up continuous action from the time the coin is inserted, and the emphasis which it places on skill.

22 Moving Players

PRO-ELEVEN is a sturdily-constructed table game that incorporates all the 22-man action of a real football contest in a novel arrangement whereby the skillful player may control offensive and defensive formations. This gives PRO-ELEVEN the double player-appeal of either high or low winning scores.

No lost balls on PRO-ELEVEN is a feature that means player satisfaction. Every ball either score a touchdown or field goal, or "takes out" an opposing player to pave the way to scoring territory for its successor.

One of the most revolutionary features ever introduced on any pin ball game has been brought out by Advance in equipping PRO-ELEVEN with a new fool-proof automatic ball-lift. After each shot a new ball appears as if by magic in the plunger lane, ready for the next bit of gridiron strategy.

Speaking of strategy, there is positive fascination for every football fan in the possibilities of doing his own "field generally" with PRO-ELEVEN. No longer does the player need to be classed as a "bleacher coach," for with PRO-ELEVEN he may execute his own pet plays.

Novel Field Goals

One of the biggest thrills of this game is produced by scoring field goals. From two positions on the field the player may send the ball sailing between the goal posts for an extra three points toward a winning score.

Here's how the player wins with PRO-ELEVEN:

First, he sizes up the playing field, with eleven red-jersied defensive players in position to make the tackle. He sends the "quarterbacks" up the ball-race, past the gate, and into the field, where the real excitement begins!

The quarterback may utilize his ten green-shirted teammates as interference and as many as eight defensive men may be taken out with a single shot, thus paving the way for high scoring. Or if the player decides not to run with the ball, he may kick a field goal for three points. Forty-five points are necessary to win on PRO-ELEVEN.

Two-Way Scoring

Or do you want to wager on the defensive team? All right, PRO-ELEVEN may be manipulated so that the tacklers stop the runners and thus hold the score down to 18 points or less, which also is a winning count for players.

PRO-ELEVEN'S playing field is an exact replica in miniature of a regulation gridiron, with the opposing teams lined up in familiar formation:

HB HB
FB
E T G C G T E

The quarterback acts as safety man on the defensive team, while the ten balls serve consecutively as quarterbacks for the offense.

In appearance alone PRO-ELEVEN is a game which will attract the player. At first glance he observes the distinctiveness of the PRO-ELEVEN cabinet in its construction, finish and ornamental appeal.

Automatic Ball-Lift

Equipment on PRO-ELEVEN includes the new visible coin-chute, the spectacular automatic ball-lift, and twelve electric "kickers," yet the inside mechanism is extremely simple and positively trouble-proof.

PRO-ELEVEN is a joint product of the inventive genius of Mr. Eisenberg and Mr. F. W. Falck, president of the Advance Electric Company, whose modern Los Angeles plant is being utilized for the production of this new year-around winner.

Congratulating

ADVANCE AMUSEMENT CO.

On Their New Game

PRO-ELEVEN

You'll Find Only the Highest Quality Hardware in This Fine Game

CHICAGO LOCKS AND CHUTES USED EXCLUSIVELY

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ROLAND E. LOOP

Factory Representative

815 E. Washington Blvd., Los Angeles

PRospect 3647

1000 TUBULAR COIN WRAPPERS

and 1 tray type coin counter, penny or nickel size, ($5 and $12 capacity respectively) for only $2, postpaid, if you return this ad with remittance to

VIKING SPECIALTY CO.

632 Polk Street, San Francisco

Congratulations

to

Advance Amusement Co.

on

PRO-ELEVEN

- Cadmium Plating
- Nickel Plating
- Chrome Plating

Cadmium & Nickel Plating Co.

805 Hooper Avenue

Los Angeles

VA-6031

Congratulations...

to

ADVANCE AMUSEMENT COMPANY

on their new game

"PRO-ELEVEN"

We are proud to be selected as exclusive furnisher of cabinets for this fine game. No effort on our part has been spared to make WHEAT CABINETS the outstanding games cabinet obtainable today. Special equipment has been installed in our plant for the express purpose of enabling us to turn out the best cabinet at the lowest cost. The list of satisfied users of WHEAT CABINETS reads like a "Who's Who" among Western games manufacturers.

●

PROMPT EFFICIENT SERVICE

Let us figure on your cabinet requirements

●

WHEAT CABINET
AND FIXTURE CO.

PRospect 6066

1741 E. 15th Street **Los Angeles, California**

TACKLE that location ------

A YEAR--'ROUND GAME THAT BRINGS

The BIGGEST MONEY-MAKER

of all skill devices!

That's what operators agree on PRO-ELEVEN. It will outdraw every other game because the player does the playing on PRO-ELEVEN.

Location tests have proven PRO-ELEVEN'S superiority. It plays twice as fast, takes in twice as much and is so simple that it's positively trouble-free.

TEN TIMES AS MANY THRILLS

10

Insert the coin and watch the fun begin! Balls automatically enter plunger channel. It takes skill in choosing plays, picking holes for touchdowns.

Twelve electric kickers provide action on PRO-ELEVEN. One shot may take out eight players. Players compete for high or low scores and there's suspense until the last ball stops!

PRO-ELEVEN Grips Every Football Fan!

The "bleacher coach" gets a break! The PRO-ELEVEN player is his own quarterback, plans and executes his own plays, and boy, what a thrill! Sensational blocking that takes out as many as eight players on one shot, long runs behind interference! Touchdowns! Field goals! You can't lose with PRO-ELEVEN.

ORDER **PRO-ELEVEN** TODAY

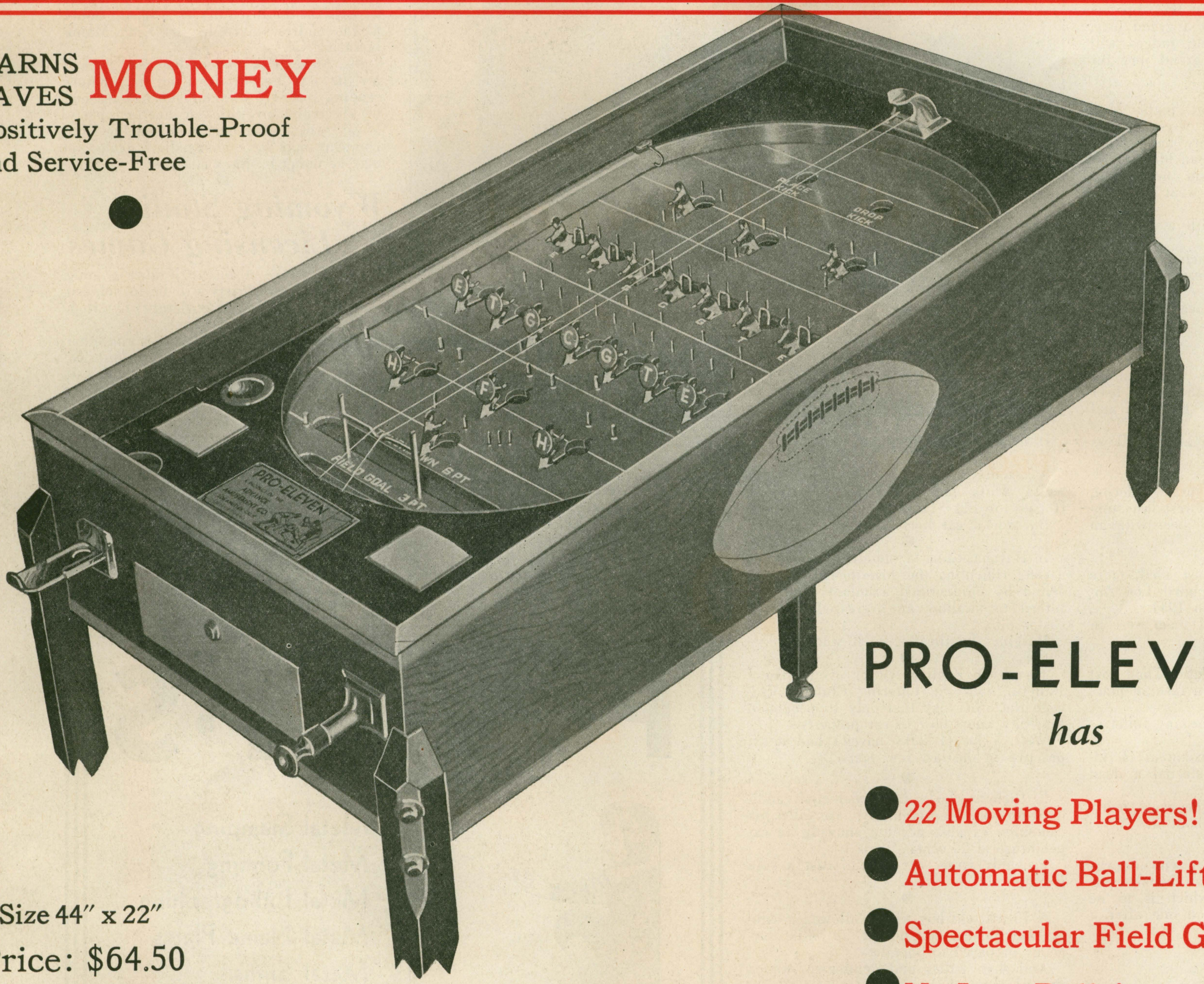
THE PIN BALL TABLE

----- with *PRO-ELEVEN!*

YEAR--'ROUND PROFITS

EARNS
SAVES MONEY
Positively Trouble-Proof
and Service-Free

●


PRO-ELEVEN
FIELD GOAL 3 PT
TOUCHDOWN 6 PT
PLACE KICK
DROP KICK

Size 44″ x 22″
Price: $64.50
f.o.b. Los Angeles

ORDER TODAY -

PRO-ELEVEN

has

- ● 22 Moving Players!
- ● Automatic Ball-Lift!
- ● Spectacular Field Goals!
- ● No Lost Balls!
- ● Hi-Low Scoring!

Produced by

Advance Amusement Co.

1262 West Second Street
LOS ANGELES, CALIFORNIA
TELEPHONE MUtual 5744

THAT WILL ALWAYS LIVE

NOSE SMASHES

DEFILED BY MESS RADIO BEERO, PASS-A-FIST COLLISION

●

ART WELD, ***Common-Tater***
(*Apologies to News Flashes,*
Compiled by Press Radio Bureau,
Pacific Division)

Numbered balls, each representing a name on the grand jury list, mixed in a revolving box and ejected one by one, is suggested by Superior Judge Heney of Los Angeles as a substitute for the slips of paper now used in drawing a grand jury.

Next thing we know, the judges will be playing pinball with a grand jury for high score!

●

At San Diego the other night Man Mountain Dean, 317-pound wrestler, was hurled from the ring, where he lay unconscious. A spectator touched him with a lighted cigarette whereupon he sprang back into the arena and went violently to work.

Must have got a lift with a Camel.

●

City council at Long Beach has passed an ordinance forbidding meat markets to open on Sunday.

And if the price of meat goes any higher the other six days of the week won't make any difference.

●

Fifty union truck drivers who couldn't agree as to who should handle the beer for a Los Angeles brewery got mad and staged a one-day strike.

Can't you just see those angry fellows with "froth" at the mouth?

●

Speaking of beer, I was just wondering if the farmers in the middlewest last summer spelled their "draught" beer with an "o" instead of an "a."

●

According to a report just filed, more than 11,000,000 people attended Los Angeles recreational centers in 1934.

And my guess is, most of them were in Pershing Square.

●

"Newest Pleated Shorts Fuller Than Last Year's" is a headline over a fashion plate item in the Examiner.

Some I've seen couldn't be any fuller.

●

After the ballots were counted, Herkimer, N.Y., found it had elected a dead man to office.

Los Angeles has done the same many times but never bragged about it.

●

A one-eyed man in Denver who absorbs a little hard liquor now and then has ordered a new glass eye, which is to be bloodshot to match his good one after a night of revelry.

How about cork legs, too?

●

A truck laden with 10 tons of silver, consigned from New York City to the Treasury Department, disappeared before it got out of town and police could not find it.

It must have been quick silver.

●

A recent headline on a story about the Santa Anita races declares: "Name 24 Horses for Big Stakes."

But who'd eat horse steaks?

●

In Havana, Cuba, a vaudeville actor sang a song ridiculing the government. He was seized by unidentified assailants and was forced to swallow an over-sized dose of castor oil.

Purging the theatre, as it were.

●

Joseph D. Zehling, editor of the Hotel Bulletin, told the Catering Club of Chicago the other day that only 10 people in that city know how to eat properly.

Well, a lot of folks haven't had much practice in the last few years.

●

E. Dickens, Jackson, O., defeated candidate for state representative, has filed his campaign expense account showing an expenditure of 20 cents.

Probably street car fare to cast a vote for himself.

●

A 10-year-old boy who swallowed a safety razor blade, coughed it up while surgeons prepared to operate.

And that, ladies and gentlemen, was a darned close shave.

●

Pasadena police were summoned recently to rescue a man who had fainted in a telephone booth.

He must have got the right number the first time.

●

Says the *Herald and Express*: "At a meeting held at the police pistol range in Elysian Park, a permanent organization of Los Angeles women was formed to combat Communism."

Reds should take particular notice where the meeting was held.

● Turning Out Pro-Eleven ●

Here are expert craftsmen at work turning out the startling new football game, PRO-ELEVEN, for the Advance Amusement Company in Los Angeles. Supervising the large force of men are I. W. Eisenberg, general manager of Advance, and F. W. Falck, president of Advance Electric Company, joint designers of PRO-ELEVEN.

Op Victimized In $575 Deal

MISSOURI VALLEY, Iowa—No trace has been found here of the J. G. King Manufacturing Co., which failed to make delivery on 50 peanut vending machines for which A. F. Meves of the Meves Products Co. of Albert Lea, Minnesota, had paid $575.

The J. G. King Manufacturing Co. was represented in the deal by one J. K. Goodrich or L. K. Goodrich. A visit to Missouri Valley by Mr. Meves and the sheriff of Albert Lea to check up on the matter resulted in the discovery of a vacant house at the address given by the King Manufacturing Co.

Mr. Meves admitted he had not checked up the standing of the King firm before sending the $575 and said he had learned of the company through another party. Meves warns other operators that the King company may have changed its name and may be doing business elsewhere.

●

Wyoming Studies Licensing Games

CHEYENNE—A bill to legalize gaming devices of every variety will be introduced into the Wyoming Legislature by Rep. John A. Barker of Cheyenne.

The bill includes slot machines and other devices and also would legalize lotteries.

Barker's plan, it is reported, will call for a 10 per cent minimum fee of gross receipts on gaming coin-operated machines.

MENTIONING THE REVIEW TO ADVERTISERS WHEN WRITING ESTABLISHES YOU AS AN ENTERPRISING OPERATOR.

HARRY WILLIAMS' LATEST. SEE IT TODAY.
CHEVRON
HARRY WILLIAMS' LATEST. SEE IT TODAY.

Best Wishes . . .

PRO-ELEVEN

We Sell Only the Best Quality

GLASS

G. W. Thompson Specialty Co.

Manufacturer of
MIRRORS . GLASS SPECIALTIES
AUTOMOBILE ACCESSORIES

2415 West Vernon Ave. Los Angeles, Calif.
VErmont 1850

P·A·R·T·S

Gummed Paper
Letters and Figures
150 Varieties of
fine Ink

- Metal Stamping
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- Metal Name Plates
- Metal Signs
- Metal Stencils
- Die Making
- Steel Stamps
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- Printing

LOS ANGELES RUBBER STAMP CO.

1500 So. Los Angeles St.
PR 4331 Los Angeles

IF YOU REALLY WANT TO BUY

Machines this month and get the best prices on the West Coast

DEAL WITH US!

•

$$$$$ If you don't, you're not a smart operator. After all, $$$$$ who is your best friend? The Almighty Dollar! It took me a long time to find that out!

•

We guarantee to duplicate any other jobbers' prices and also undersell them.

•

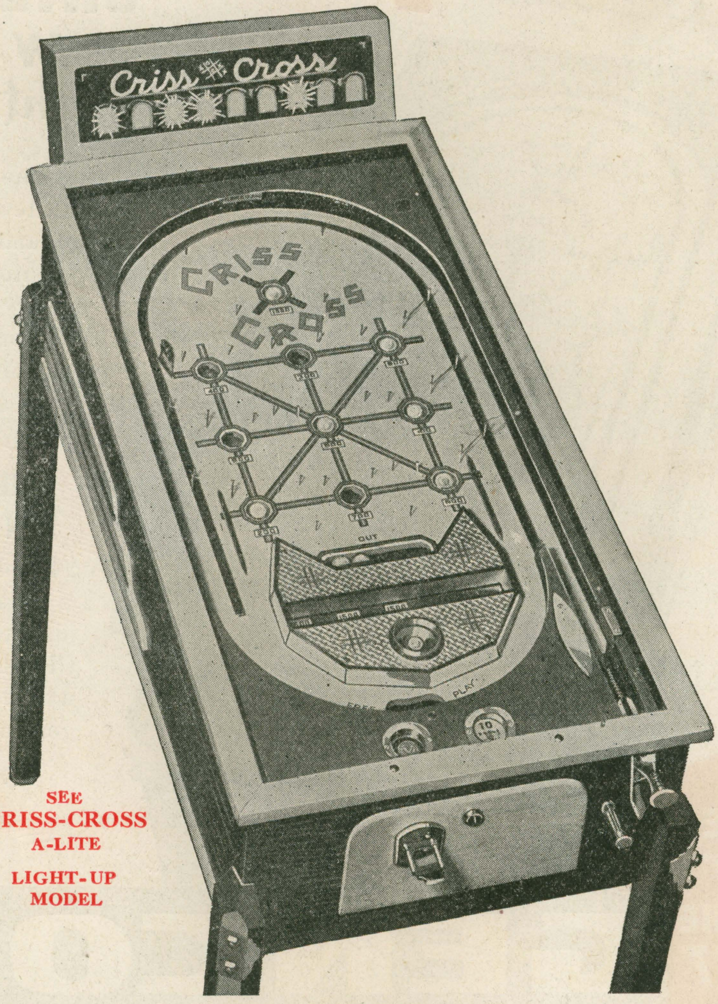
We will not list prices of New or Used Machines this month. If you are interested, write or wire at once...

ENOUGH SAID!

New Machines

- CRISS CROSS
  WITH LIGHTS
- BEACON
- ARMY & NAVY
  FOOTBALL
- JENNINGS
  FOOTBALL
- HOLD & DRAW
- REBOUND
- CHEVRON
- SYNCRO
- JACK RABBIT
- GOLDEN GATE
- BIG BERTHA
- FLEET
- ACTION
- SIGNAL
  (40 INCH)
- ROCK-OLA
  SCALES

•



SEE CRISS-CROSS A-LITE

LIGHT-UP MODEL

Used Machines in Stock

- ACTION
  46 INCH
- CONTACT
  44 INCH, also 60 INCH
- FORWARD PASS
  44 INCH, also 60 INCH
- GATE WAY
  48 INCH
- MAJIK KEYS
  44 INCH
- MARBLE PARADE
  46 INCH
- MAJOR LEAGUE
  40 INCH, 44 INCH
- JACK RABBIT
  40 INCH
- GOLDEN GATE
  40 INCH
- BIG BERTHA
  40 INCH
- FLEET
  40 INCH
- LIGHTNING
  40 INCH
- CHICAGO CLUB HOUSE
- 21-VENDOR
- OFFICIAL SWEEPSTAKES

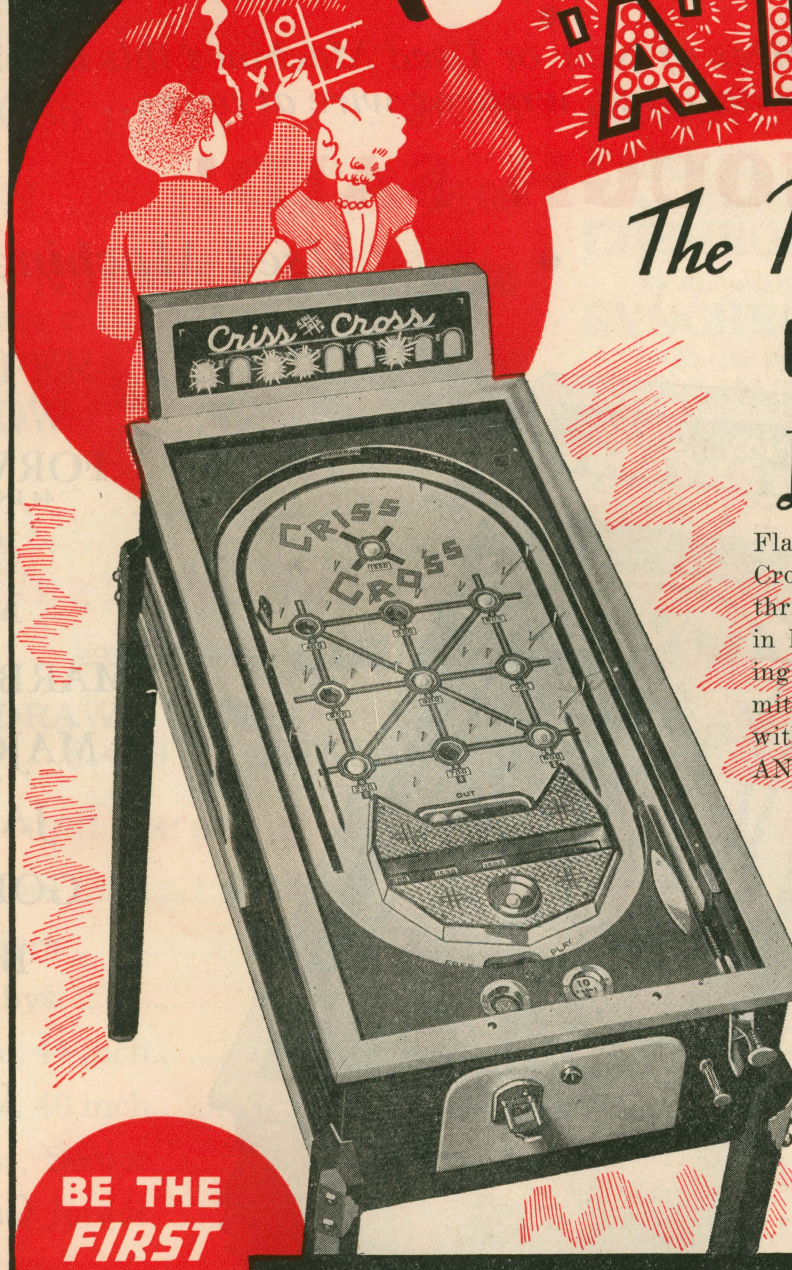
IRVING BROMBERG COMPANY

JOBBERS OF

MONEY-MAKING COIN MACHINES AND SUPPLIES
2922 WEST PICO STREET
LOS ANGELES CALIFORNIA

Genco announces

CRISS CROSS 'A'LITE



The Popular

CRISS CROSS

IN A NEW

***Light-up* MODEL**

Flash—a line is completed! The new Criss Cross A-Lite adds a new thrill to the most thrilling game of all! The payout is shown in lights automatically—no payoff card being necessary. The new novel feature permits the store clerk to check the payoff without leaving from behind the counter. AND—what an added kick the players get when the lights flash!

THE MOST INTERESTING PIN GAME EVER BUILT!

The playing idea of CRISSS CROSS is so simple yet so interesting that players CAN'T RESIST IT! CRISS CROSS is earning powerful profits wherever put on location—it's a real gold mine! Get yours!

ORDER FROM YOUR JOBBER OR DIRECT

BE THE *FIRST* WITH THE *LATEST*

GENCO, INC.

2625 N. ASHLAND AVE. • CHICAGO

A Barrel of Profits awaits Barrel Roll Operators

Watch the Money Roll In!

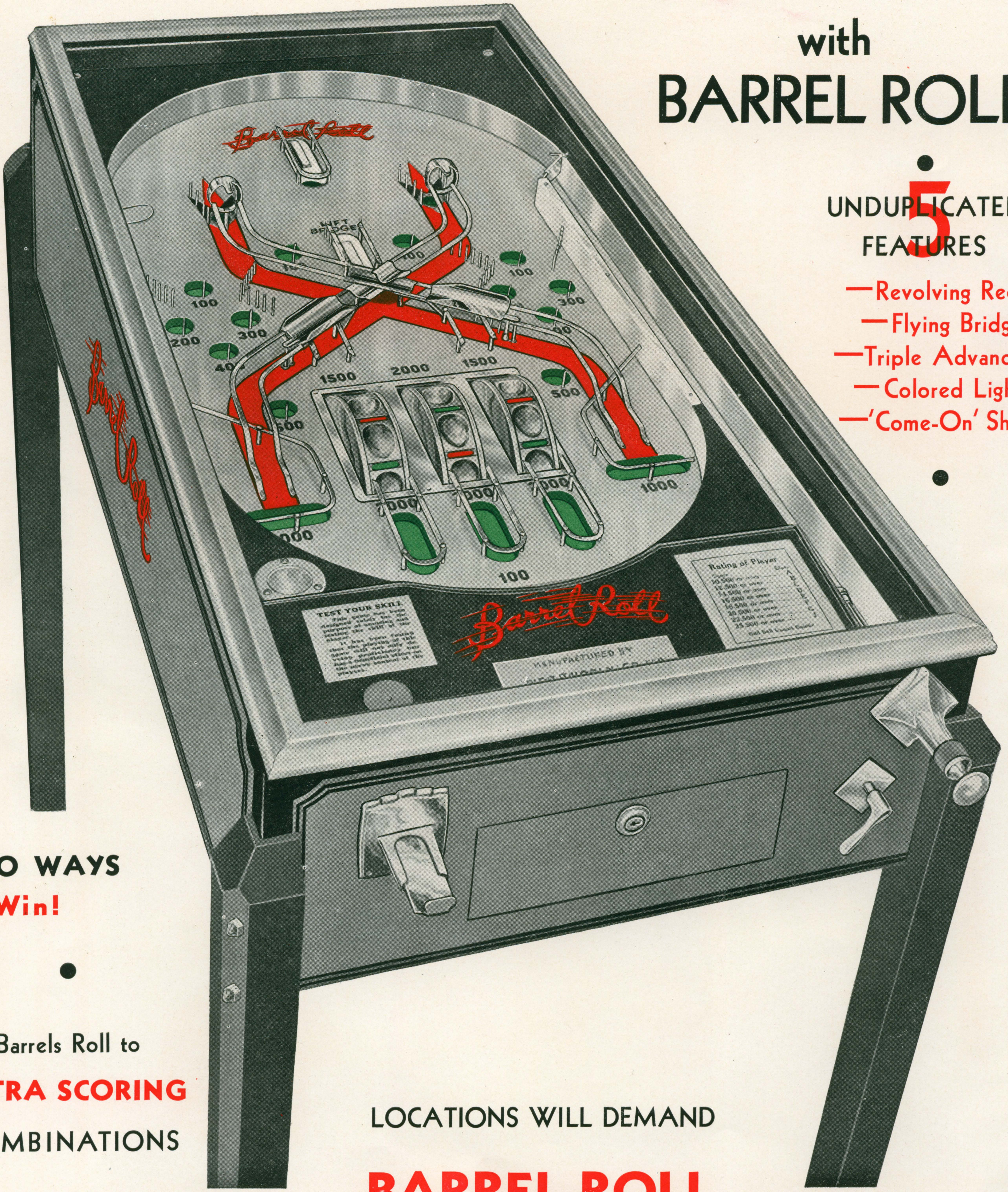
with
BARREL ROLL

●

5
UNDUPLICATED
FEATURES

- —Revolving Reels
- —Flying Bridges
- —Triple Advances
- —Colored Lights
- —'Come-On' Shot

●


Barrel Roll
LIFT BRIDGE
100
100
100
300
200
300
400
500
1500
2000
1500
500
1000
1000
7000
7000
7000
1000
100
TEST YOUR SKILL
Rating of Player
Barrel Roll
MANUFACTURED BY
Barrel Roll

**TWO WAYS
to Win!**

●

Barrels Roll to
EXTRA SCORING
COMBINATIONS

●

**Player-Appeal
is Doubled!**

LOCATIONS WILL DEMAND

BARREL ROLL

By
ALLIED AMUSEMENT CO.
Los Angeles

Barrel Roll

THE PIN GAME

Sensation of 1935!

NOTHING LIKE IT BEFORE

"In a class by itself," say jobbers who have pre-viewed **BARREL ROLL** and marveled at the positively unduplicated features of this new sure-fire winner. The thrill of marbles rotating the barrels for extra chances to win...continuous action over elevated "flying bridges" makes **BARREL ROLL** doubly appealing to players!

ORIGINAL, BEAUTIFULLY CONSTRUCTED

Locations will demand **BARREL ROLL** because it will steal the play, it will take the best spots and it's attractively constructed to stand the heavy usage it's bound to get! Customers will "go again" because balls left on the reels remain as a "come-on" for the next game. **BARREL ROLL** is bug-proof built and beautiful to see.

ALLIED AMUSEMENT COMPANY EXPANDS

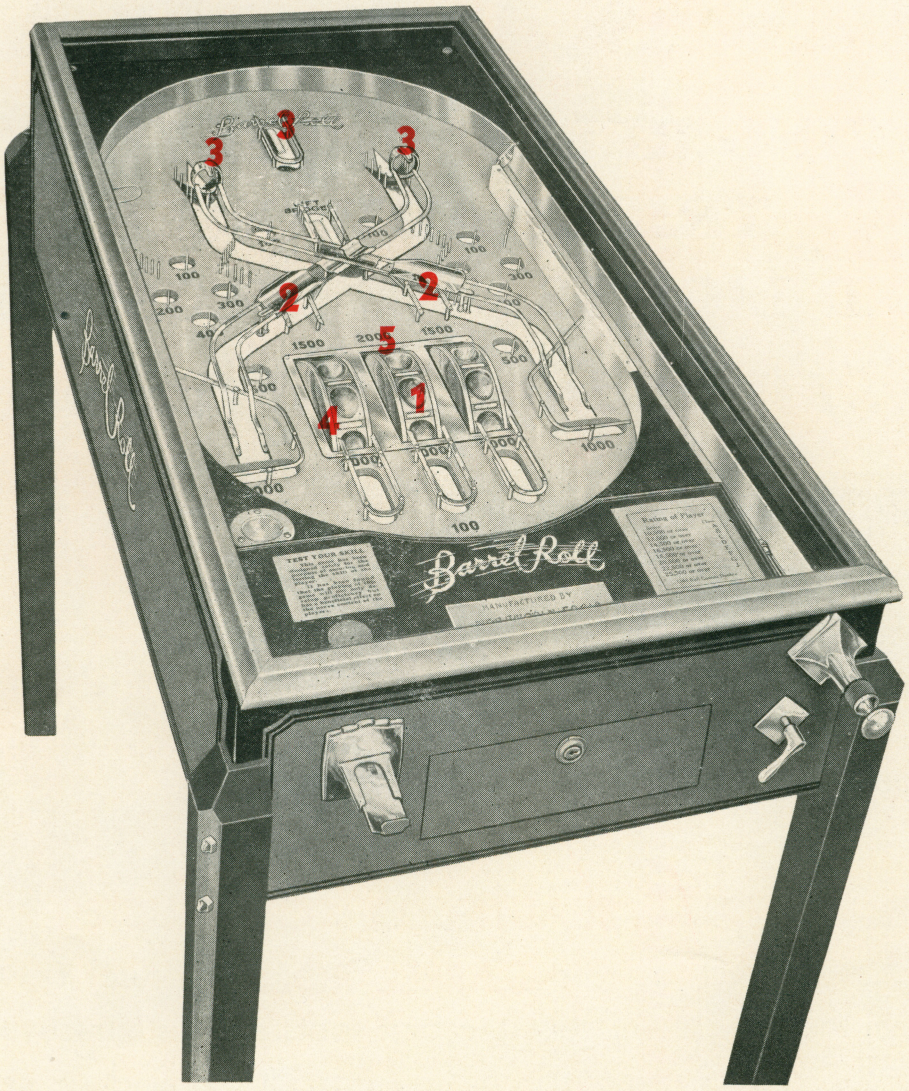
Demand for **BARREL ROLL** forces Allied to expand to its spacious new Los Angeles plant to take care of production plan for the pin game winner of 1935. Expert craftsmen are on the job and equipped to turn out **BARREL ROLL** at the rate of 350 games per day for the players of the nation are waiting for **BARREL ROLL**. Write or wire today!

BARREL ROLL
BIGGER EARNINGS FOR OPERATORS

Here's Why — —

BARREL ROLL

has 5 UNDUPLICATED FEATURES



1

REVOLVING REELS
spin marbles over to 2000 and 3000 holes. Reels match up for extra scoring combinations!

2

FLYING BRIDGES
lift, permitting balls to enter discs.

3

TRIPLE ADVANCERS
at start of runways and **BARREL ROLL** hole keep skillfully directed balls moving and reels rotating for plenty of action!

4

COLORED LIGHTS
in red, green and yellow between pockets on each reel correspond to make possible extra skill awards!

5

'COME-ON' SHOT
is provided as lure for next player by leaving balls at 1500 and 2000 holes on pockets of rotating reels.

**WRITE OR WIRE
ORDER TODAY!**

SPECIFICATIONS:

22 inches by 44 inches.

Chromium hardware throughout.

Anti-tilt device.

A.B.T. Visible Coin Chute.

Mechanical features: BUILT-RIGHT BY WILHITE.

Cabinets by Morris Furniture Co.

ALLIED AMUSEMENT COMPANY

1425 South Flower Street
LOS ANGELES, CALIF.

FOR SALE BY

JOBBERS FROM COAST TO COAST

The 5-FEATURE *Game . . .*

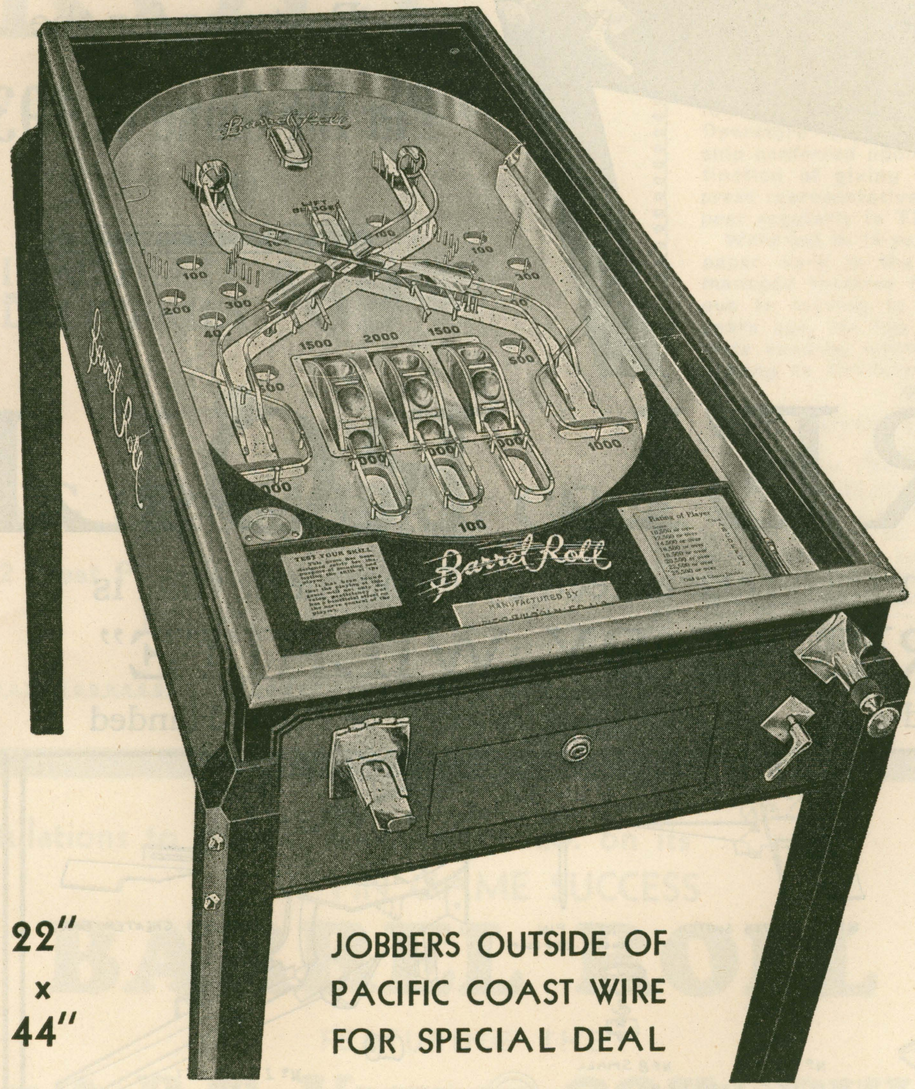
BARREL ROLL

REVOLVING REELS FLYING BRIDGES

TRIPLE ADVANCERS

COLORED LIGHTS "COME-ON" SHOT

. . .all unduplicated features!


Barrel Roll
100
200
300
1500
2000
1500
500
1000
Barrel Roll

NOTHING LIKE IT BEFORE!

●

Barrel Roll is Original Throughout.. Beautifully Constructed.. Finest Hardware and Machine Work.

●

A TREAT TO OPERATE

●

IMMEDIATE DELIVERIES

$69.50

F. O. B. LOS ANGELES

22" x 44"

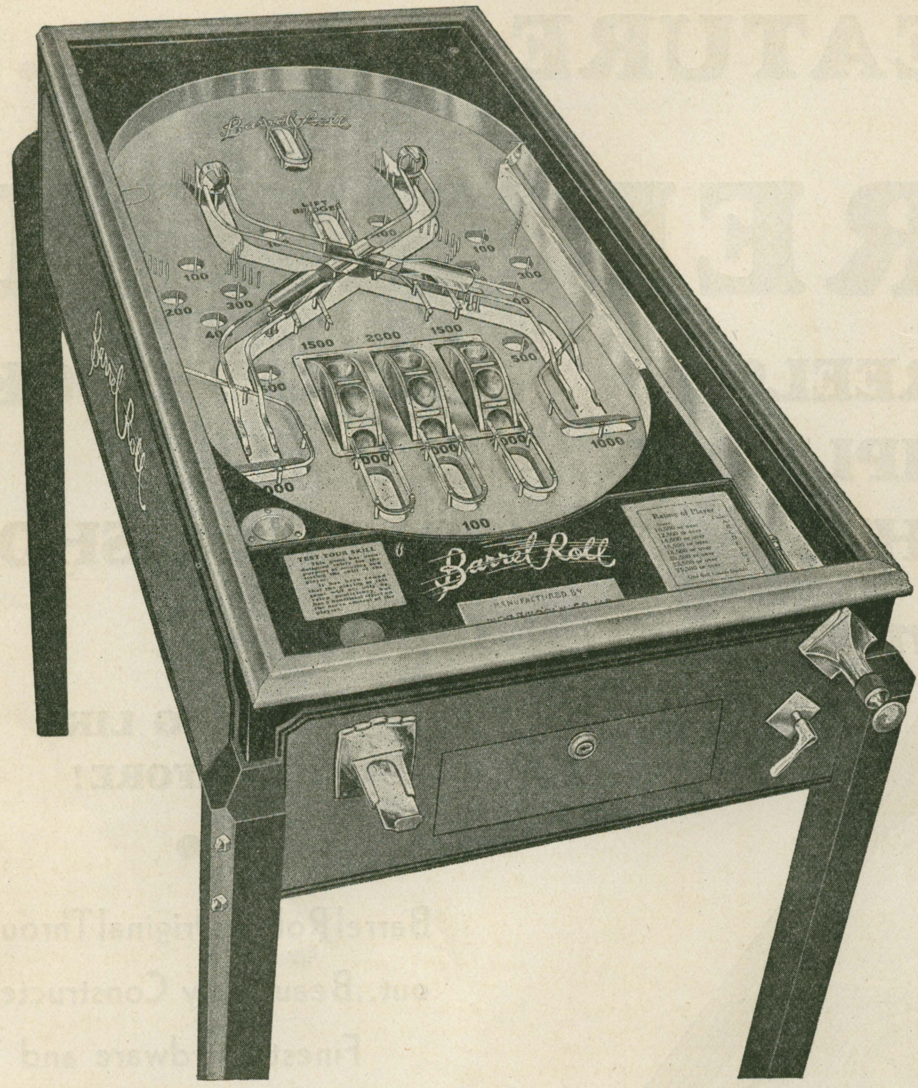
JOBBERS OUTSIDE OF PACIFIC COAST WIRE FOR SPECIAL DEAL

See It Today!

SOL GOTTLIEB COMPANY

1347 West Washington Blvd., Los Angeles, Calif.

Local Phone—PRospect 3351 Long Distance—PRospect 6957


Barrel Roll

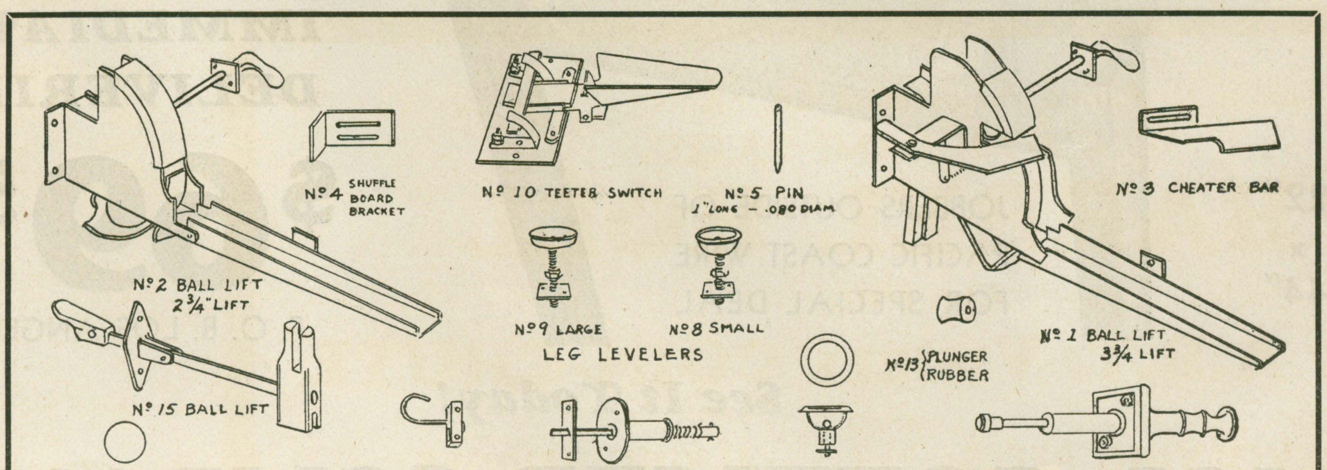
Allied Amusement Co.
Selects
Wilhite Machine Works
to Manufacture and
Design Mechanical
Features for the
Pin Hit Game of 1935

BARREL ROLL

Its Perfect Performance Guaranteed by Equipment that is

"MADE RIGHT BY WILHITE"

We Feature Rebound Flags, Various Lengths, Left or Right-Handed


Nº 4 SHUFFLE BOARD BRACKET
Nº 10 TEETER SWITCH
Nº 5 PIN 1" LONG - .080 DIAM
Nº 3 CHEATER BAR
Nº 2 BALL LIFT 2¾" LIFT
Nº 9 LARGE
Nº 8 SMALL
LEG LEVELERS
Nº 1 BALL LIFT 3¾ LIFT
Nº 13 PLUNGER RUBBER
Nº 15 BALL LIFT
Nº 6 MARBLE
Nº 11 BANKING SPRING
Nº 12 SOLENOID
Nº 7 ANTI-TILT
Nº 14 PLUNGER

We illustrate above a few of the Coin Machine parts we carry in stock. If you don't see what you want here— we'll make it for you

WILHITE MACHINE WORKS

1245 South Hope Street, Los Angeles, California

SEE US FOR

Tools, Dies, Metal Stampings, Hand and Automatic Screw Machine Products, Spinnings, Experimental Work, Complete Manufacturing Service, Special Machinery Built, Wrought Iron Work, Welding, Grinding, Spot Welding, Gear Cutting, Lathes and Machinery for Rent

Former Winners Given Their Last Locations

CHICAGO—Exhibit Supply Company hit upon a novel idea of preserving samples of former pinball winners produced by Exhibit. Lightning, Electro, Golden Gate, Drop Kick, and others have been reduced in size, legs removed, and hung upon the display room wall in their "last locations."

Changes are being made in the main plant of Exhibit to permit erection of two new offices. All arcade equipment and the digger department have been moved to plant No. 2 at 1134 N. Kilbourn Avenue to give the latter department additional space.

Extra factory space means increased production of Rebound on which nearly 400 workmen are engaged.

●

MENTIONING THE REVIEW TO ADVERTISERS WHEN WRITING ESTABLISHES YOU AS AN ENTERPRISING OPERATOR.

It Cops the Coin!

BARREL ROLL

The Pin Game Marvel of the Year

●

IMMEDIATE DELIVERIES **$69.50**

●

IRVING BROMBERG CO.

2922 West Pico St., Los Angeles, Cal.

REpublic 4148

Allied's BARREL-ROLL Is Unique in Pin Games

LOS ANGELES—A sensational new pin ball game that promises to be a winner is BARREL-ROLL, announced in this issue of THE REVIEW by Bon MacDougall and R. S. Diller of the Allied Amusement Company.

One of the features of the Chicago show will be a model in glass of the fascinating BARREL-ROLL, which incorporates features unduplicated in any marble game ever placed on the market.

Production plans for BARREL-ROLL have necessitated removal of the Allied Amusement Company's plant in Los Angeles to larger quarters at 1425 South Flower Street, where the expansion will make possible the turning out of 350 games daily.

Jobbers and others who have played this beautifully-constructed new table game in a "pre-view" at the Allied factory are highly enthusiastic over its originality.

Unique is the playing field of BARREL-ROLL, which as the name implies shoots skilfully directed marbles over each of three illuminated revolving drums toward the high-score holes.

Player-appeal is increased on BARREL-ROLL by the possibility of matching up colored lights on these revolving reels for extra scoring combinations. Suspense is created by three advancer units that keep up continuous action.

Two "flying bridges" crossing the length of the board lift the balls over low-count holes and advance them by way of elevated runways toward the higher figures.

Interest in the game is doubled by the two-way scoring combination and the fact that there are three advancer spots to big scores in addition to the three routes over the revolving reels.

●

● Weld Gets Life ●

At the annual meeting of the California Cigarette Vending Machine Operators Association, the membership conferred upon Art Weld the distinction of giving him a life job as press representative. His stuff will appear regularly in THE REVIEW.

Weld put in 14 years of active newspaper work in the middle west and managed theatres for 13 years previous to moving to Los Angeles five years ago. He has been in the cigarette vending machine business since coming to California.

●

Wedemeyer Pays Visit To L. A. Branch Office

LOS ANGELES — Eric Wedemeyer found time for a hurried business trip out to the coast and for a visit to his firm's branch office here before the opening of the convention in Chicago on the 18th.

OUT IN THE LEAD — A POSITIVE WINNER

CHEVRON

HARRY WILLIAMS' LATEST. SEE IT TODAY.

Harry Williams Hops To Chicago

LOS ANGELES—Harry Williams, head of the Automatic Amusements Company, returned to Los Angeles from a business trip to Chicago on January 21st. Trip was made in the interest of Harry's latest pin game, Action, which is now winning heavy operator reception throughout the country. Junior models of the game are now being manufactured by the Bally Manufacturing Company, while the senior model continues to be made at the local plant of the Automatic Amusements Company.

●

Detroit Ops Install Officers at Banquet

DETROIT—Officers of the Skill Game Operators' Association were installed at a banquet at the Detroit-Leland Hotel, with 50 members attending.

Speakers were Milton R. Atlas, who retired as attorney for the association to become district attorney; Harry J. Solomon, his successor, and E. C. Bourden, new president. The latter spoke in favor of the association's stickers to be put on all machines operated by members.

A. P. Sauve and Henry C. Lemke were in charge of entertainment.

●

53,696 Nickels In 1 "Airway"

CHICAGO—Leslie Meers of San Angelo, Texas reports that one of his AIRWAY machines has been played 53,696 times. Moreover, according to Mr. Meers, it is "still going good. It still has the same plunge, same plunger spring, same slot and same balls."

AIRWAY, which was brought out by the Bally Manufacturing Company early in 1933, is recognized as one of the longest-lived machines in pin-game history. Mr. Meers' experience is particularly interesting in that it illustrates, not only the popularity, but also the durable construction of machines built in the past two years.

Congratulations to Allied Amusement Co. on its
NEW PIN GAME SUCCESS

BARREL ROLL

FEATURING THE

NEW A.B.T. VISIBLE COIN-CHUTE

AND

REVOLVING REELS FLYING BRIDGES
TRIPLE ADVANCERS
COLORED LIGHTS 'COME-ON' SHOT

WRITE OR WIRE ORDER TODAY

PAUL A. LAYMON

JOBBER OF QUALITY COIN-OPERATED MACHINES

Phone EXposition 8989 • 1503 W. Pico Street • LOS ANGELES, CALIF.

LATE NEWS FLASHES

from REVIEW Reporters

VANCOUVER—J. Butterfield, columnist of *The Daily Province*, suggests the laugh cure for lawmakers who have put into effect a new city ordinance banning all types of coin-operated devices except those used strictly for vending merchandise, scales and similar devices. The former ordinance provided a fee of $25 for the first game and $2 for each additional game. The new mayor refused to consider the pleas of J. D. McPhee, attorney for the operators.

●

NEW YORK—John A. Fitzgibbons has turned over the promotion and management of the New York special convention train to the Metropolitan Jobbers' Association.

●

CHICAGO — Enthusiasm in Nebraska and Iowa over the coming show is great, reports Eddie Girnsburg of the Atlas Coin Machine Distributing Co.

●

DETROIT—New coin machine firms in Michigan include the A. C. Novelty Co. and Automatic Associates, Inc., both of Detroit. The former was established by Adolph A. Caille, one of the founders of the Caille Bros. Co., and his son, Arthur Caille.

●

FAIRFAX, Virginia—This city has established a local tax of $5 per year on automatic music machines, $3 on cigarette machines, $2 on weighing machines and $2 on other penny machines. This is in addition to the "$1,000" idea in the state tax law on coin machines.

●

BALTIMORE—Police Chief Gaither of Baltimore has ordered all amusement devices in this city and their locations and owners listed. Although the first of eight court cases of alleged gambling resulted in acquittal by the jury and consequent listing of the "Iron Claw" machine as a skill game, State's Attorney Bernard J. Wells declared he would seek a jury ruling to the effect that claw and marble games are illegal in the trial of the other seven cases.

●

NEW YORK—More than 500 are expected to attend the annual dinner party of the Queens-Nassau Suffolk Amusement Men's Association, Inc., February 11 at a Jackson Heights, Long Island, night club. Bill Gersh, of the Byrde, Richardson & Pound advertising agency, will be master of ceremonies.

●

BIRMINGHGAM—An application for a rehearing will be filed shortly in the Alabama Supreme Court's decision against granting an injunction to George M. Howle, in the name of the operators' association, to protect pinball games in Birmingham. A complete brief setting forth the cause of pinball games was prepared by Attorney Horace C. Wilkinson, representing the operators. In denying the appeal, the court criticized the games because the leg screws could be adjusted. Basis of the appeal was a Marbl-Jax table game.

●

ATLANTA—The Atlanta police chief announces that his department will differentiate between games of skill and slot machines. He points out that with practice a person can make a good score on a pinball machine. The order affects DeKalb county.

●

A LONG LIFE . . . . BIG PROFIT GAME
CHEVRON
HARRY WILLIAMS' LATEST. SEE IT TODAY.

Move Against Fake Jobbers Sends One to Penitentiary

JACKSONVILLE, Florida—With the cooperation of legitimate coin machine operators the United States Post Office Department has started a heavy movement against fraudulent coin machine jobbers with the result that one has been given a five-year sentence in the federal penitentiary for using the mails to defraud.

The present case was brought about through the assistance of George E. Maple, veteran operator of Great Falls, Mont., in obtaining evidence that resulted in the conviction of one Victor J. Evans for fraudulent use of the mails.

J. A. Miller, post office inspector in Jacksonville, commended Mr. Maple for his work in helping to obtain the conviction of Evans on a specific charge of violating Section 2350 of the Postal Laws and Regulations of 1932.

In mailed advertisements Evans offered for sale at cut-rate prices "brand new machines" which he explained had been purchased by him for spot cash in closed territories. Purchasers were required to send full price with order, or one-half with balance payable C. O. D. with inspection privileges, and it is alleged that Evans pocketed the remittances without making shipment.

Mr. Maple was given full credit for taking action against an imposter who offered machines for sale at "20 cents on the dollar" and failed to deliver. Similar action against other fake jobbers who are preying upon the coin machine field, it is felt, will clear this element out of the legitimate coin machine industry.

United Superior Mint & Gum Co.
671 South Anderson St. ANgelus 9166 Los Angeles

Manufacturer of Quality Merchandise for the
Vending Machine Trade
Quality Ball Gum in Six Colors. Delicious Flavor.
Stick Gum of Spearmint Flavor. A Delight to Chew.
Mints in Assorted Flavors. Pure and Truly Refreshing.
We cater to vending machine operators and welcome new operators to try our quality products.

Congratulations
ALLIED AMUSEMENT COMPANY
on its new winner
BARREL ROLL
...We are proud to have furnished...
QUALITY CABINETS
...for a QUALITY GAME...

MORRIS FURNITURE COMPANY
4433 SO. ALAMEDA ST. . . . . . . LOS ANGELES, CALIF.
MAKERS OF FINE CABINETS FOR FINE GAMES

News Pictures of the Month

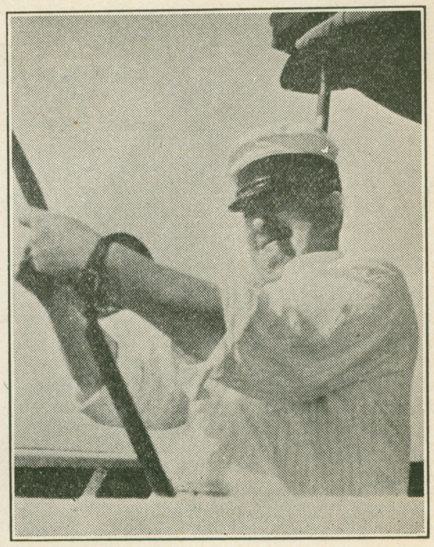
Snapped by
THE REVIEW PHOTOGRAPHER

• Lands Big One •

Can't you just imagine the size of the whopper that is giving Homer E. Capehart, vice-president and general sales manager of the Rudolph Wurlitzer Co., a tough run for his money off the coast of Florida? Although the fish does not appear in the photograph, you'd naturally expect from the determined visage that Homer has hooked something better than a two-pounder.

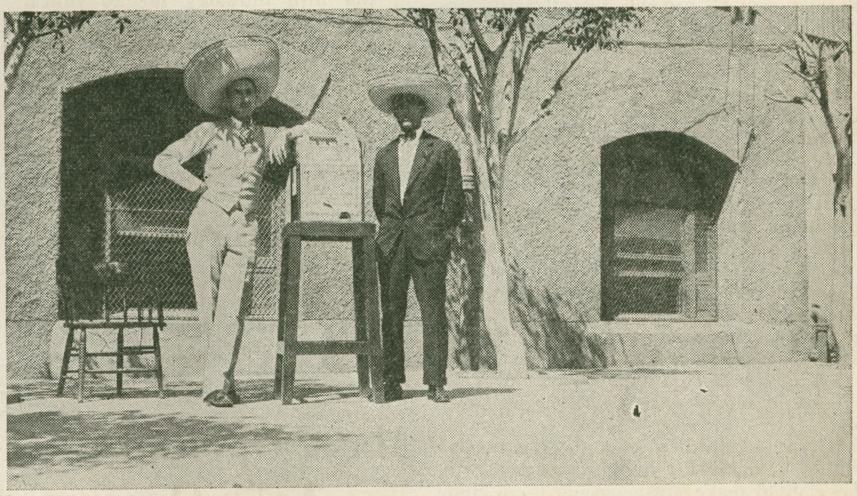
The muscular effort and thrill of anticipation of the catch is written all over his features. Notice the characteristic pose with the cigar.

This fishing party was one of the moments of relaxation from the strenuous trip Capehart recently made into some 16 states, calling on Wurlitzer-Simplex automatic phonograph operators.

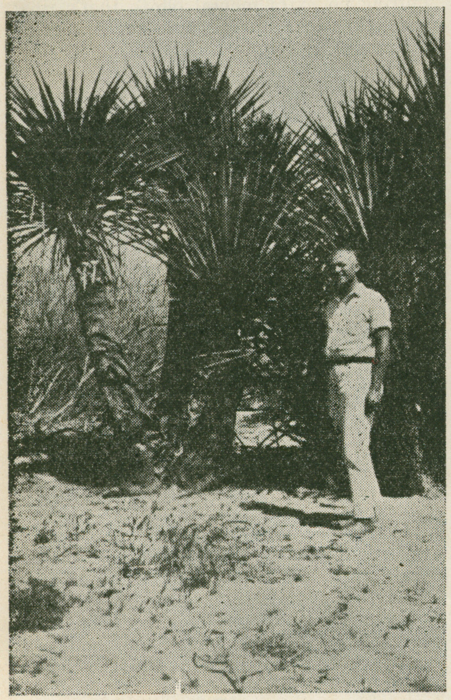


Homer E. Capehart

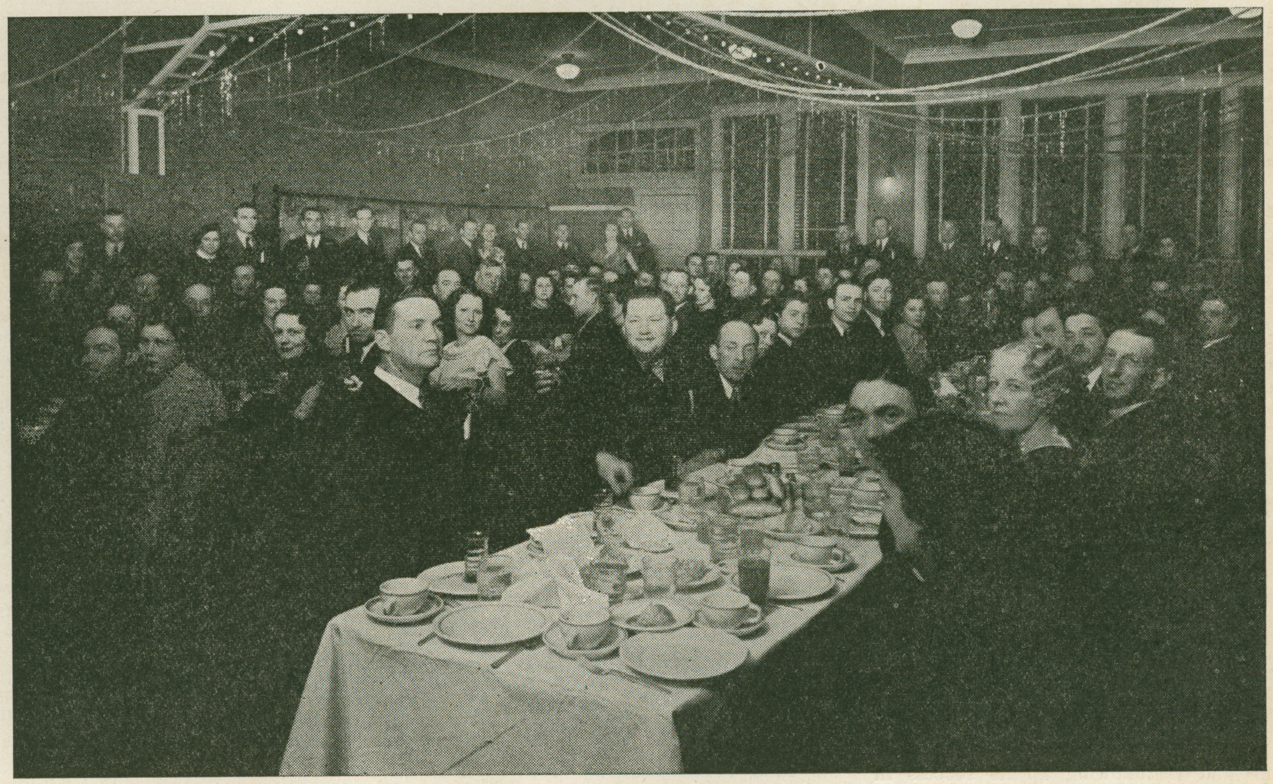
Jack Moore of San Francisco, Jennings West Coast representative, tries out his sales approach on old man grizzly. In years to come Jack will show this photo to his daughter, Jacqueline, as proof of his one-time bravery. Jack is leading the Jennings sales force in "Football" sales.



In the land of the hot tamales, enchiladas and smiling senoritas they like to pull down the handle, hear the click of the reels, and presto! a jackpot. Here is Major Mohr with a Mexican assistant in the old days of 1924 when he was operating for the Gans Company in the interior of Mexico.



When Einar Wilslev of the Viking Specialty Co. of San Francisco goes vacationing he prefers the desert. "It isn't just the sunshine and dry air that pleases me," says Einar, "although for a San Franciscan that is a pleasant change, but it is the wide open spaces. My quarters are so crowded I enjoy elbow room for a change."



Harry I. Drollinger of Houston, Wurlitzer-Simplex distributor in Texas, was host at this gay affair. The photograph shows the banquet scene at Harry's annual deer barbecue, given in the roof garden of the Jefferson Hotel in Dallas. The spread was only part of the festivities, as the occasion was enlivened by the presentation of a floor show of 16 acts and by dancing and refreshments during the afternoon and evening.

Send in your favorite photo. If you know of an interesting subject advise us. We'll be glad to send our staff photographer to get the picture.

◆ Modern Merchandising ◆

Wurlitzer Campaign Backs Up Operators

**By R. G. NORMAN,
Advertising Manager, The Rudolph Wurlitzer Mfg. Co.**

AS FURTHER evidence of adherence to the policy of selling only to phonograph operators, The Rudolph Wurlitzer Mfg. Co., North Tonawanda, N. Y., makers of the Simplex fully-selective phonograph, is backing up its operators with a forceful direct-mail advertising campaign to locations all over the country.

The Simplex phonograph broadside bearing the caption: "If You Have The Right Location" presents the attractive details of the instrument in such a way that location owners cannot help but be interested in a musical instrument of the fully-selective kind as an important feature of their business.

The folder presents a picture comparison of two kinds of businesses serving the public. One set of pictures represents a place that has no music at all—or old obsolete automatic music equipment that has outlived its usefulness. Customers are few—they don't spend much money—or stay long—and the profits are small.

The other set of pictures shows the same place after installing a new Simplex with up-to-date programs of world famous orchestras. More customers—they stay longer—spend more money—with larger profits.

The folder further states that "if the location is right" the Simplex operator will be glad to make arrangements for a Simplex installation. A return postcard is enclosed with the broadside as a means for the location to ask for further details and thus be put in touch with the nearest Simplex operator.

This broadside was mailed to over 100,000 locations throughout the United States holding beer and liquor licenses. The returns from the mailing were quite heavy and the effect of the mailing is still being felt. In fact, operators are reporting that the interest in fully-selective equipment is running quite high. Hundreds and hundreds of new and profitable locations have been uncovered as a result of the campaign.

The Rudolph Wurlitzer Mfg. Co. is to be commended on its foresight in assisting its operators through this kind of advertising. It certainly is one thing to steadfastly maintain a policy of selling exclusively to operators and not direct to locations as some manufacturers do—but when a company goes a step farther and advertises for the benefit of its operators, then one can readily see why the Wurlitzer-Simplex phonograph is appealing so strongly to music operators.

●

Jules Pace New Head of Louisiana Ass'n

NEW ORLEANS—Jules Pace is the new president of the Louisiana Coin Vending Machine Operators' Association, succeeding Lee Varnado, who declined re-election. Other officers are Roland Johnson, vice-president, and J. H. Peres, re-elected as secretary-treasurer.

The association is increasing its membership among operators and jobbers in the state and is following up its success in securing a 50 per cent reduction in the New Orleans city tax last year.

●

Operator on Tour

WASHINGTON—Gordon Macke, cigarette machine operator of this city, is on a tour of the country with his family in a "motorized apartment" trailer he had specially constructed for his automobile.

Automatic Cinema Latest in London

LONDON—Indicating the unlimited possibilities of the coin-controlled device field, the automatic motion picture theater is the latest channel opened to the expansion of the coin machine industry.

L. J. Briggs, who has been in the film industry for 20 years, has taken out provisional patents here for the automatic cinema. This, he says, is the first time the idea has been worked out in detail.

Shilling-in-the-slot box offices —or sixpence or half crown— will admit theater-goers according to the price of seats they desire.

Film projection will operate automatically.

A time switch will control the opening and closing of doors, and all the proprietor has to do is collect the money.

Mass. Operators Ass'n Organized

BOSTON—At an organization meeting of the Skill Game Operators Association of Massachusetts held at the Hotel Statler here December 20, Ellis Kagan was temporarily elected president.

Other officers chosen were Philip Swartz, secretary; Louis Sherman, treasurer, and Ernest Weeks, Fred Palmer and Ben D. Palastrant, members of the committee on constitution and by-laws.

The committee completed the work of drawing up a constitution January 3.

●

Many Small Coins Minted During '34

WASHINGTON—As a result of the demand for coins of the smaller denominations, 352,269,353 pieces valued at $25,951,750 were minted during 1934 for domestic use, the greatest number in any year since 1919, the treasury announced.

New silver coinage aggregated 33,050,350 pieces, valued at $22,091,840, chiefly quarters and dimes. Minor coins included 27,693,003 nickels and 247,526,000 pennies. As goin coins have been recalled from circulation, none was minted.

●

Dave Gottlieb Finds Southwest is Booming

CHICAGO — Coin machine business throughout the Southwest is booming and operators are keyed up with prospects of the future and of attending the CMMA convention here this month, reports Dave Gottlieb, head of D. Gottlieb & Co., on his return from a 10-day trip through that territory.

"The Chicago convention is the big topic of conversation," says Gottlieb. "Three special Convention Pullmans are being arranged by M. Gottlieb and Earl Reynolds of Dallas, Texas, together with Tom Murray of Fort Worth."

McNeil to Head Cigarette Ops

E. C. McNeil
Los Angeles

LOS ANGELES—At the regular meeting of the California Cigarette Vending Machine Operators Association January 9th, E. C. McNeil was elected president for 1935, succeeding Ed Steur who completed a very successful year at the head of the organization.

Mr. McNeil, Southern California sales representative of the National Vendors, Inc., of St. Louis, Mo., upon accepting the office stated he would do his best to carry on the high standard which has been built up during the past two years and hopes the end of 1935 will see even greater accomplishments.

Ernie Brenen was elected vice-president, Harry Ranard treasurer and Pete Johnson, secretary.

Mr. Brenen is an old-timer in the cigarette vending business and makes his headquarters in the North Hollywood district.

Mr. Ranard, a newcomer to the business, has made splendid progress around San Bernardino and Imperial Valley.

Pete Johnson is office manager of the Rowe Co. The association is fortunate in having such an efficient and capable secretary as Pete.

The next meeting of the cigarette association will be held at 7 p.m. Wednesday, February 13, at the Valley Park Country Club, 14200 Ventura Boulevard, Van Nuys. A fine dinner will be served at 50 cents per plate, followed by the meeting. Everyone who operates cigarette machines is invited to attend and join the organization. There is no initiation fee, and the dues are $2.50 quarterly.

●

Theaters Will Fight Gambling in Arizona

PHOENIX—With the arrival here of W. H. (Bud) Lollier, theater interests were massing their strength for the opening of the Arizona legislature, which threatens to sponsor legislation inimical to theater interests.

Looming prominently is an amusement tax, twice previously defeated by Lollier and the theaters.

Considerable agitation is reported to favor opening up the state to gambling, a proposal that theater interests will protest.

●

Blenderman Passes

NEWARK, N. J.—Louis H. Blenderman, who served as treasurer of the former National Gum and Machine Co. here, died December 24 at the Orange Memorial Hospital.

Counter Games Double Profit

By LEO J. KELLY, Exhibit Supply Co.

THE man who helps us make money is our best business friend. We can say the same thing about the manufacturer because the manufacturer that gives us the machines that make the most money—that cause the least trouble mechanically—is indeed a great friend. And the operator that gives his locations the best machines and helps his locations make money is that location owner's best friend.

If the location permits a counter type machine you better get it for him. If you don't someone else will and then your location will realize that you did not take care of him properly.

Too many operators say "I can't be bothered with that small stuff—I want the big money." These operators are riding to a fall. Locations expect you to make money for them. The more money you make for your location the longer you keep that location.

A counter machine properly constructed gives no trouble. It takes in big money because it will accept through its coin slot pennies, nickels, dimes and quarters, and usually it gets the best profit location in the store, right near the cash register. It doesn't require any extra service on your part.

It requires only about five minutes more of your time to collect your counter machine. You are in the location collecting your pinball machines, why not make two profits from the same call?

Counter games enable you to fill in your territory. There are many locations that for some reason or another can't use a pinball game, yet these same locations would prove a real source of profit with the right kind of counter machine.

You can get better locations for pinball machines, too. That choice location your competitor has should have a counter game. Your competitor is sleeping on the job, you serve that location with a new counter game and see how quickly you pick up this location for your other games.

Another thing to remember is that times are again changing. More people are back to work again. The public hasn't as much time to idle in locations. The counter game takes care of the fellows who are in a hurry. Fast thrills, speedy action, requiring no extra mental effort, that's what the fellow in a hurry wants and our counter games give it to him.

●

Mohr Bros. Ship Antipodes Order

LOS ANGELES—Indication of the extensive coverage of REVIEW advertising was evidenced in the shipment of an order for pin ball games to New Zealand by Mohr Bros. of Los Angeles in response to their advertisement in a recent issue of this coin machine publication.

The consignment went to L. H. Harris, New Zealand.

●

Latest Coin Machine Measures Heart Beats

CHICAGO—One of the newest coin-controlled devices is an automatic heart beat scale made in Holland and said to be a big attraction at fairs in recording heart beats.

John P. Hooning, United States agent for the machine, has operated models at the World's Fair and in a Chicago department store.

●

Barber: "Hair cut, sir?"
Depressed Customer: "No — throat. please."

SPECIAL BARGAIN
Small, attractive, Breath Pellet machines, brand new, only $2.00 each!
(Regular Price $3.75)
VIKING SPECIALTY CO.
632 Polk Street, San Francisco

British Ops Set For Show Feb. 26

LONDON—The national coin-operated machine exhibition for the British industry will be held at the First Avenue Restaurant, High Holborn, London, from February 26 to March 1.

The British Industries Fair will be in session in London at the same time and will bring many visitors from the Colonies and other countries to view the coin machine exhibit.

The exhibit will be under the auspices of the British Automatic Machine Operators' Society.

●

Report of Ass'n Label On Slots Unconfirmed

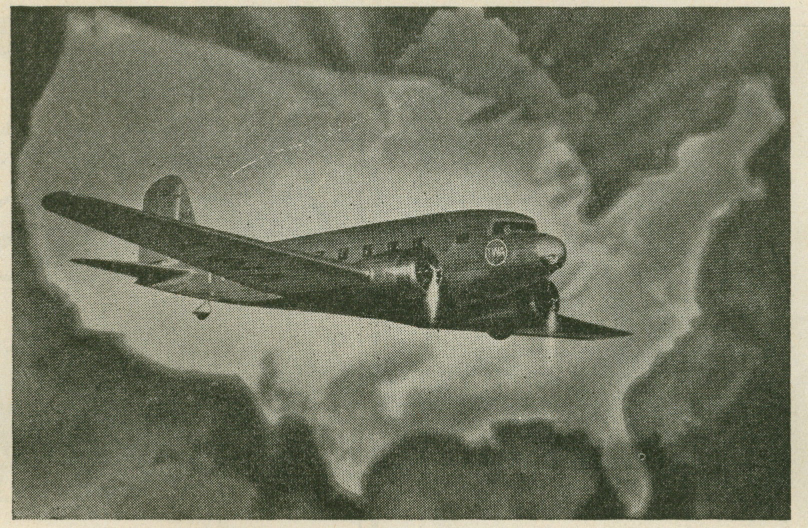
INDIANAPOLIS — While newspapers here reported that some slot machines recently confiscated by police bore the label of the Coin Machine Operators' Association of Indiana, with headquarters in Indianapolis, no such organization was found listed in the city directory, telephone book or county clerk's records.

●

SUBSCRIBE TO THE REVIEW TODAY.

A SUPER GAME FOR SUPER PROFITS
CHEVRON
HARRY WILLIAMS' LATEST. SEE IT TODAY.

● Coast Men Flying to Chicago ●



For the first time in the history of the National Association of Coin Machine Manufacturers, a delegation to the annual show and convention in Chicago will take over a huge air transport for the trip!

That's the plan of leading Pacific Coast coin machine men who are taking advantage of an enterprising move undertaken by THE REVIEW to have the West well represented at the big affair in Hotel Sherman.

The group will take over one or two TWA twin-motored Douglas airliners like that pictured above for the overnight trip and will be greeted on arrival at Chicago by a band and special reception committee from the convention city. Plans for this reception heralding a timely move on the part of coast leaders are now being completed, and news photographers will be at the Chicago airport to take shots of the arriving party.

Going by air will give the Pacific Coast men an extra day at the convention. Departure is scheduled from Glendale airport at 4 p.m. Saturday, February 16, and they will arrive in Chicago at 5:30 a.m. Sunday. San Franciscans will join the party at Glendale airport, getting the ride down the coast at no extra charge. The round-trip fare for THE REVIEW'S convention air special is $207, including meals.

Reservations should be made promptly by communicating with THE REVIEW office, 1113 Venice Boulevard, Los Angeles, telephone FItzroy 8269.

●

● News of the National ●

Jack McClelland has just returned to Los Angeles from a tour of the branch offices in San Francisco, Portland and Seattle. Reports business decidedly better in all three spots.

H. L. Stuart of the National has been confined to his bed for 4 days with an attack of flu.

The first carload of Junior Rebounds consigned to the National by Exhibit, Chicago, arrived on the 22nd and were sold out by the night of the 23rd.

Paul Dunn, Portland manager, is in Los Angeles for a few weeks on a combination business and pleasure trip. Jack Steel, formerly of Los Angeles, is managing the office in his absence.

Code Budget Is $5,625 to June

WASHINGTON—Proposed budget for operation of the Code Authority of the coin-operated machine industry from February 1 to June 16, 1935, is set at $5,625 according to application for approval of the National Industrial Recovery Board.

The tentative budget is based on estimated receipts of $3,750 as code assessments amounting to 0.15 per cent of $2,500,000 estimated net sales for the period plus $1,875 from surplus.

●

Chinese Have Yen For Payout Games

CHICAGO—As proof of the international popularity of pin games, Jim Buckley, sales manager of Bally Manufacturing Company, cites a recent ROCKET shipment to Pekin, China.

"The shipment," Jim explained, "was a repeat order of a sample shipped some time ago. According to reports, Oriental players immediately took to the idea of an automatic payout skill game, and we are looking forward to further substantial orders for shipment to the Far East."

●

Western Doubles Put'N Take Shift

CHICAGO—Response to Western Equipment & Supply Company's new automatic payout pin game, PUT'N TAKE, has been so great that Mr. James Johnson (popularly known as Jimmy Johnson) is working two shifts in order to ship the tremendous number of games ordered by operators all over the world.

The secret of PUT'N TAKE is its appearance of being an easy game for the player to beat. There are eleven Take holes and only three Put holes and this fascinating arrangement on the playing board means profits for the operators.

PUT N'TAKE has a payout that can be regulated by the operator.

●

One-Shot Pin Game Is Pioneering New Fields

CHICAGO—That the pin game has a prosperous future ahead of it is indicated in a statement by Jim Buckley, sales manager of the Bally Manufacturing Company, that one of his distributors for the RED ARROW one-shot automatic payout machine found that coin machines were new to 40 per cent of the spots where he placed the games.

New Chicago Visible
COIN CHUTE

WHEN you come to the *Coin Machine Show*, be sure to *visit our factory*.

THE last two coins played are always *visible above slide—chute can easily be seen on playing board*—a new idea in coin chutes. Nobody likes to be discovered cheating and the consequent psychological effects on players strongly influences them to "feed" only GENUINE COINS into this new chute! Any fraud is sure to be discovered. A player forfeits his chance to win unless he plays *honest money!* This feature makes the game positively fraud proof and discourages cheating.

Here is a guardian for your cash receipts that really protects—a coin chute that actually *prevents* dishonesty by making it unprofitable to the player.

OPERATORS - MANUFACTURERS

Start now equipping your machines with this newest protective device. Replaces any standard make. A dozen Chicago Visible Coin Chutes cost far less than a single service call. Write at once for full details and prices.

TRIPLE DOG ACTION located below . . . does not scratch top of slide.

Slide action entirely self contained, simple and dependable, displays coin in plain sight without intricate mechanism.

ALWAYS SHOWS LAST TWO COINS PLAYED.

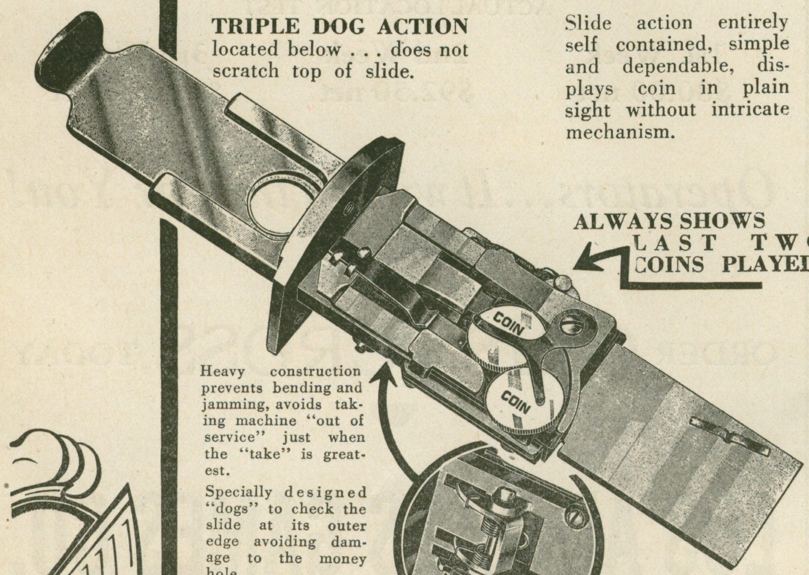
Heavy construction prevents bending and jamming, avoids taking machine "out of service" just when the "take" is greatest.

Specially designed "dogs" to check the slide at its outer edge avoiding damage to the money hole.

New York Office
P. O. Anderson
125 Church St.
New York, N. Y.

Los Angeles Office
Roland E. Loop
815 E. Washington Blvd.
Los Angeles, Calif.

CHICAGO LOCK CO.
2024 N. RACINE AVENUE CHICAGO, ILLINOIS



PEANUT VENDERS

are the foundation for a successful operating business, and operators everywhere are building up their routes with our profit making machines. All desirable features for modern operating are incorporated in our venders.

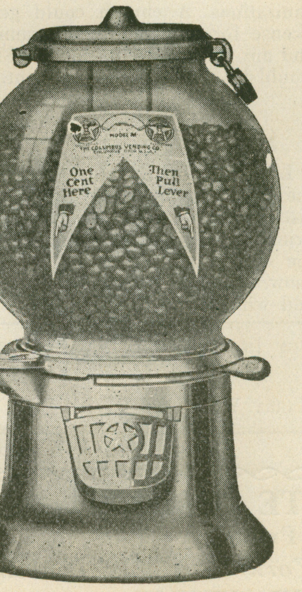
Each
Red Baked Enamel Finish. . $6.40
Green Porcelain Finish. 7.30

10% discount in dozen lots. Please send a deposit of 25% or more with order, balance C. O. D. All prices F. O. B. Wichita, Kansas.

●

M. T. DANIELS
1025-1027 University Ave.
WICHITA, KANSAS

Member, EXCLUSIVE JOBBERS OF AMERICA



Here's Harry

Presenting Harry Stoner, executive production manager of The Stoner Manufacturing Corporation and a real veteran of the coin machine industry. As far back as 1928 he originated, developed and manufactured many improvements now included as standard equipment on most pin games. Organizer of the firm with his brother, Ted Stoner, Harry originates and designs all "Custom Built by Stoner" games. In the next few weeks he will announce production of a new game, operating on an entirely new principle.

Michigan Decision Holds Pin Games Require Skill

DETROIT—Coin machine operators in Michigan, rejoicing over a recent decision by a circuit judge to the effect that pin ball tables are games of skill, now are faced by the prospect of a state tax on all coin machines.

The court decision was rendered at Adrian by Circuit Judge Rathburne in granting a restraining order to Carl Hendrie, operating as the Coin Machine Service, to prevent the prosecuting attorney and chief of police from interfering with the operation of pin games. The ruling was made after a court demonstration.

An unusual angle of the Adrian court decision was that the merchant could award nickels or tokens as prizes for playing free games, but merchandise prizes were forbidden. This is considered a different interpretation on the prize issue than that prevailing in Detroit.

The ruling, it is felt, will serve to open up Michigan territory to machines. A test case is being prepared by operators in Port Huron.

State Tax Proposed

The tax issue came about with the introduction of a bill by Representative Jarvis of Benton Harbor. Senator Earl W. Munshaw of Grand Rapids also introduced a bill which would legalize and license keeno games under the supervision of the Michigan Racing Commission.

A license for a single keeno game would be $3 for churches and $10 for other organizations. A church could get a yearly license for any number of games for $25, and any other organization for $100. Profits would be limited to 10 per cent.

●

Strickler Off to Show

LOS ANGELES—Leo H. Strickler of the Novelty Importing Co. of San Francisco was here for a few days on business prior to leaving for Chicago to take in the annual coin machine convention and show. He will proceed on to New York and will return to the Pacific Coast later.

OUT IN THE LEAD — A POSITIVE WINNER
CHEVRON
HARRY WILLIAMS' LATEST. SEE IT TODAY.

YOUR COIN CHUTE CHANGED
For Any Coin Promptly
Welding ***Machine Work*** ***Locksmiths***
HILLSIDE REPAIR SERVICE
Phone: EXposition 0503 **1330 W. Sixth St., Los Angeles**

GROW with
CRISS CROSS
A-LITE

IT EARNS
MORE
EACH WEEK

Criss Cross
CRISS CROSS

$47.50
DELIVERED IN
LOS ANGELES

NEW LIGHT-UP MODEL

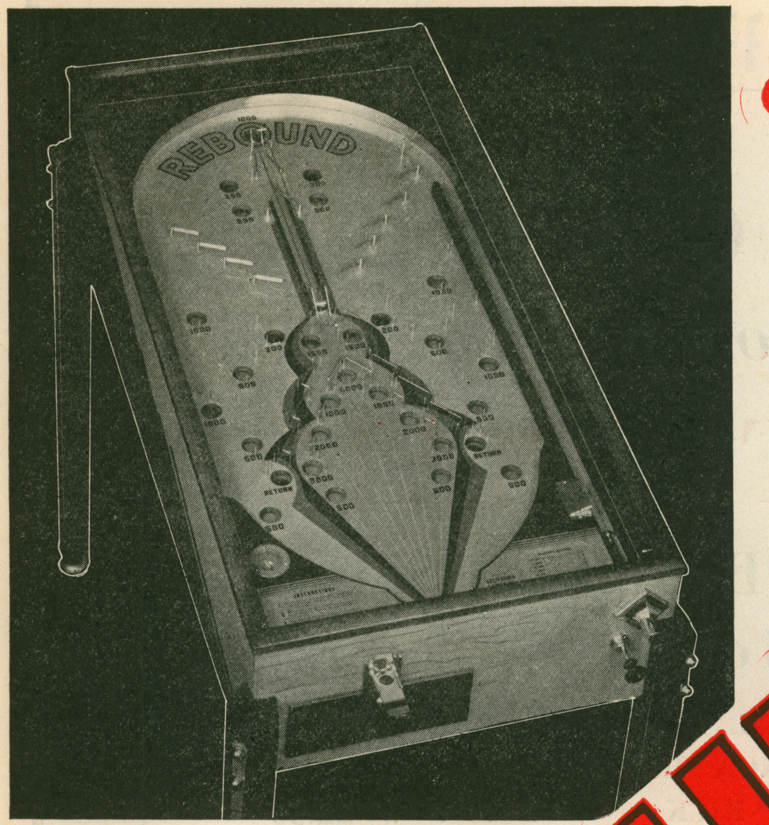
How CRISS CROSS *profits mount:*
ACTUAL LOCATION TEST

1st Week	2nd Week	3rd Week
$80.00 net	$92.50 net	$132.00 net

Operators... It will do this for You!

ORDER CRISS CROSS TODAY

LOS ANGELES GAMES CO.
2833 West Pico Street
LOS ANGELES, CALIF.

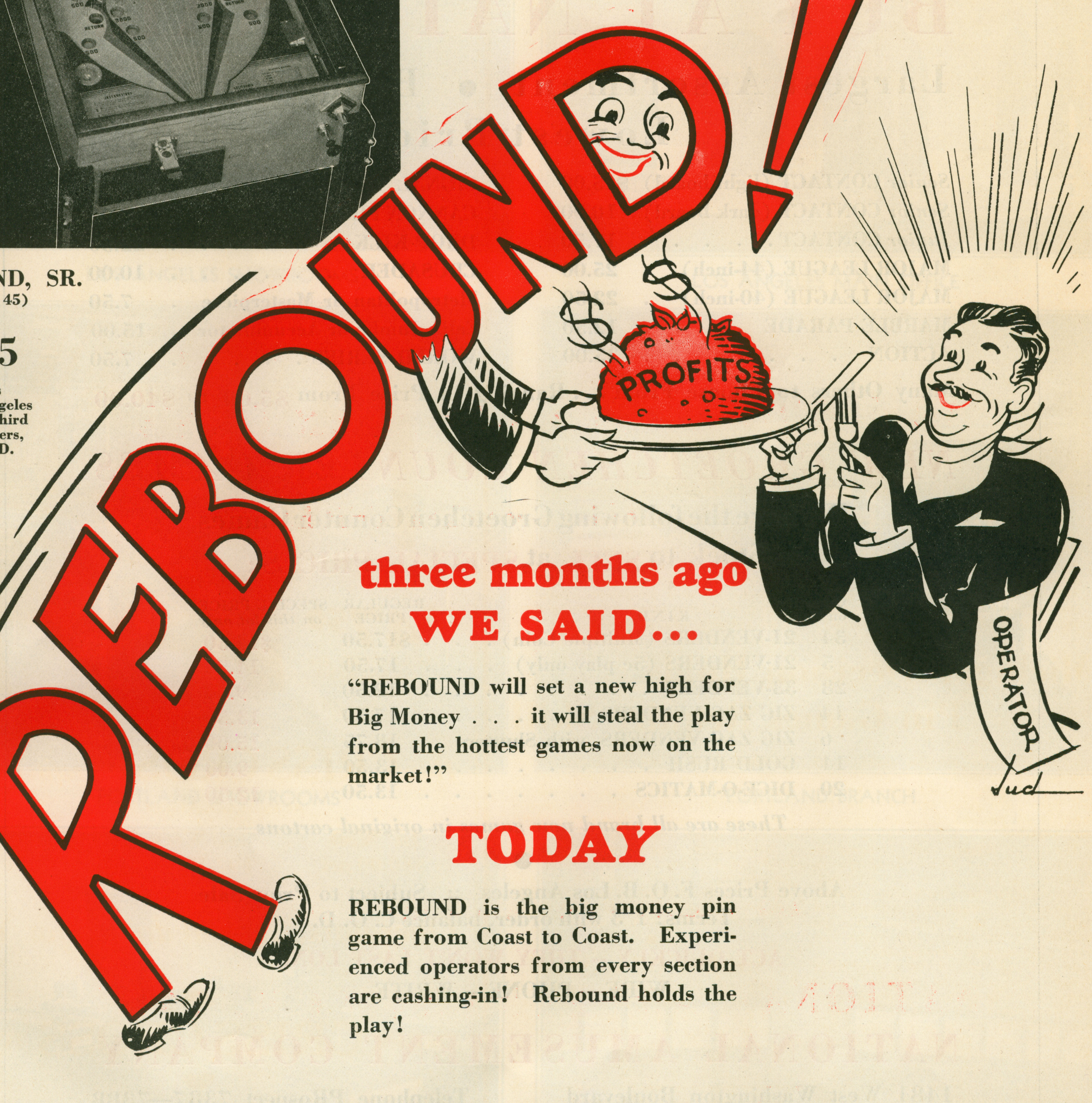


REBOUND, SR.
(22 x 45)

ONLY
$51.75

To Operators
f.o.b. Los Angeles
Terms: One-third
cash with orders,
balance C.O.D.

The PROOF of the PUDDING is in the EATING!



three months ago WE SAID...

"REBOUND will set a new high for Big Money . . . it will steal the play from the hottest games now on the market!"

TODAY

REBOUND is the big money pin game from Coast to Coast. Experienced operators from every section are cashing-in! Rebound holds the play!

SEE YOUR FAVORITE DISTRIBUTOR...or write

CALIFORNIA GAMES COMPANY

2352 W. Washington Blvd., Los Angeles, California

...for USED GAMES

FOLLOW THE CROWD AND

BUY AT NATIONAL!

Largest Assortment • Best Condition
Lowest Price

Senior CONTACT (light board)	$15.00	SIGNAL	$25.00
Senior CONTACT (dark board)	10.00	CANNON FIRE (By Shyvers)	30.00
Junior CONTACT	17.50	DROP KICK	22.50
MAJOR LEAGUE (44-inch)	25.00	CRUSADER	10.00
MAJOR LEAGUE (40-inch)	22.50	Metropolitan or Masterpiece	7.50
MARBLE PARADE	12.50	Calif. Jumbo or Accumulator	15.00
ACTION	35.00	WORLD SERIES	7.50

Many Others to Choose From ... Ranging in Price From **$5.00** to **$40.00**

NEW GROETCHEN COUNTER GAMES

We have the following Groetchen Counter Games
in Stock to **SELL** at **SPECIAL PRICES:**

Quantity on Hand	KIND	REGULAR PRICE	SPECIAL PRICE *on this lot only*
34	21-VENDERS (Multiple Coin)	$17.50	$14.50
5	21-VENDERS (5c play only)	17.50	14.50
28	33-VENDERS	12.50	9.00
14	ZIG ZAG VENDERS	17.50	13.50
6	ZIG ZAG VENDERS, with Shutters	18.75	15.00
14	GOLD RUSH	13.50	9.00
20	DICE-O-MATICS	13.50	12.50

These are all brand new games in original cartons

●

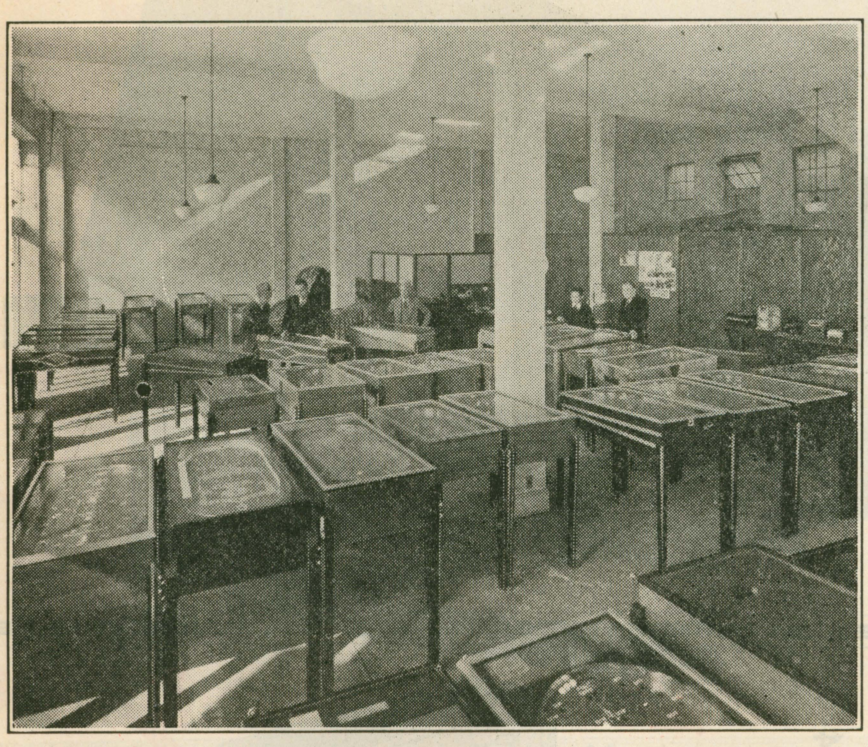
Above Prices F. O. B. Los Angeles :: Subject to Prior Sale
Terms: 1/3 with order, balance C. O. D.

ACT QUICKLY – THEY WON'T LAST LONG
WIRE – PHONE – WRITE

NATIONAL AMUSEMENT COMPANY

1481 West Washington Boulevard   Telephone PRospect 7387—7388
LOS ANGELES, CALIFORNIA

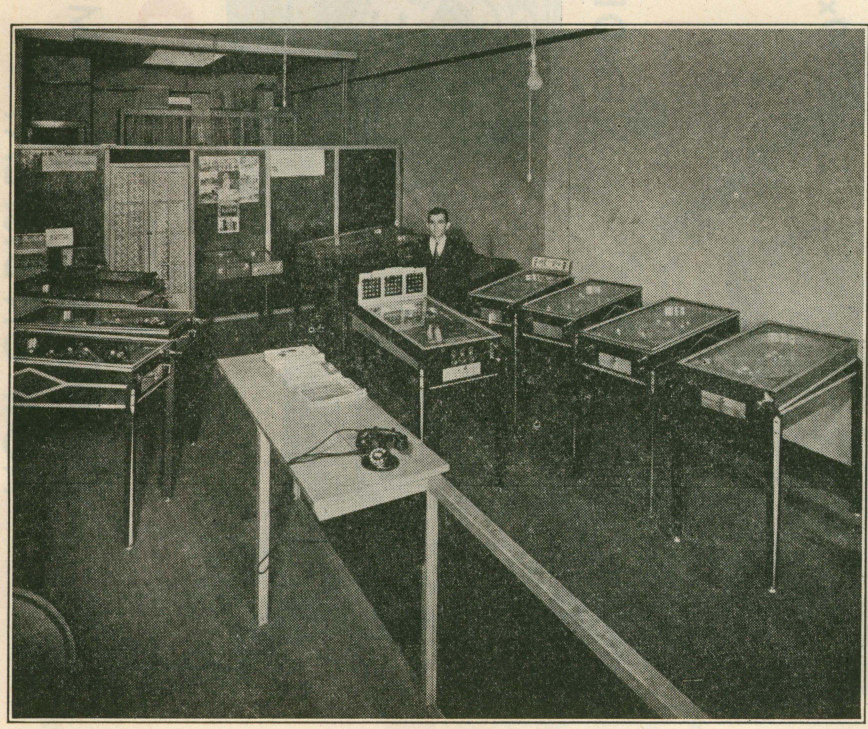
• Branch Offices of the National •



LOS ANGELES SHOWROOMS

NATIONAL
AMUSEMENT
COMPANY

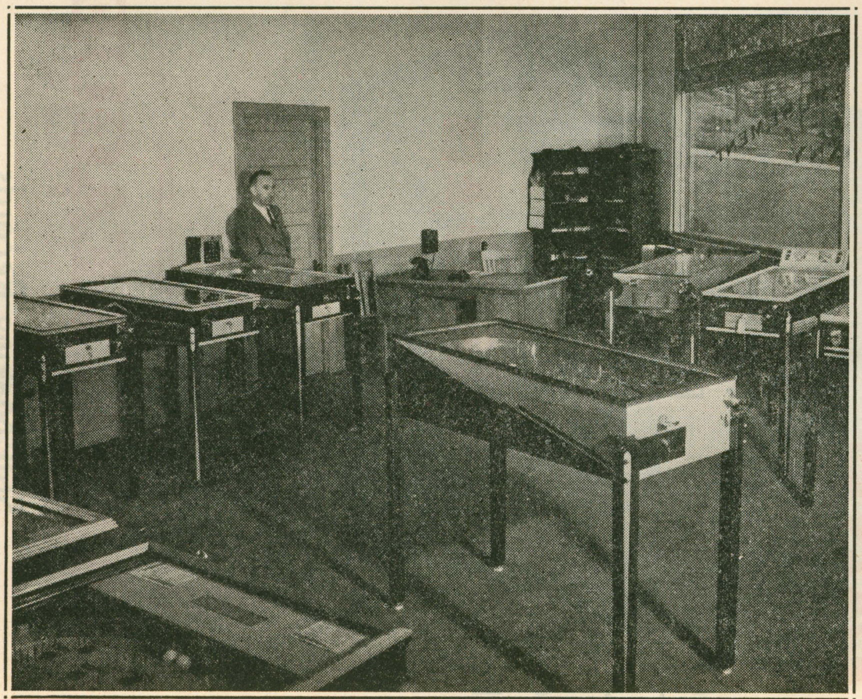
LOS ANGELES MAIN OFFICE



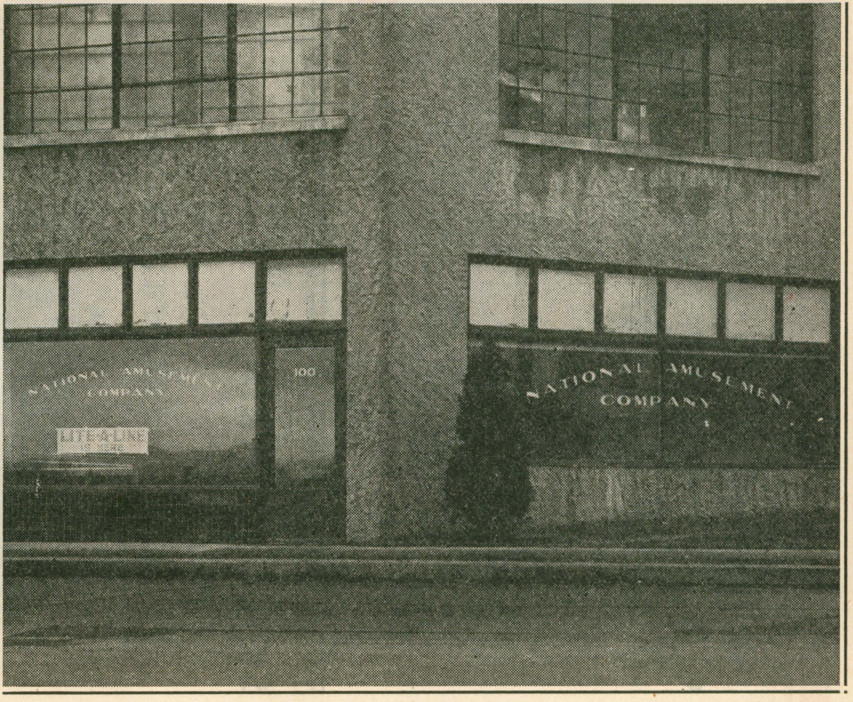
PORTLAND SHOWROOMS

NATIONAL
AMUSEMENT
COMPANY
NATIONAL
AMUSEMENT
COMPANY

PORTLAND BRANCH



SEATTLE SHOWROOMS


NATIONAL AMUSEMENT
COMPANY
100
NATIONAL AMUSEMENT
COMPANY

SEATTLE BRANCH

You Buy Only Proven Products From NATIONAL

• **We Recommend** •

The PAMCO Line

SKILL BOARD

LITE -A- LINE

WITH

The Pin Game Playing Field

PLUS

LIGHTS

•

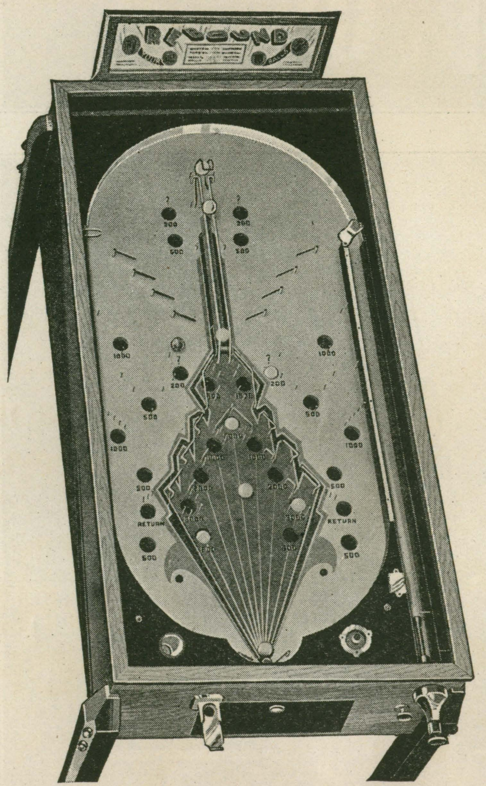
ONE,
TWO,
THREE
CAN
PLAY

MAJOR LEAGUE

Still Making Records

The EXHIBIT Line

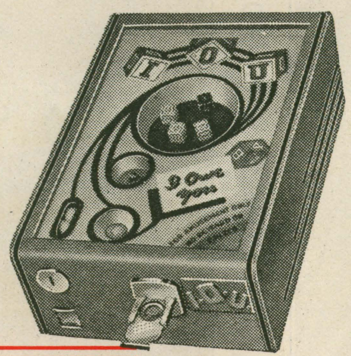
REBOUND, Jr.



A Master Product
Built in a Highly
Popular Location
Size...19x24

I-O-U

VENDER



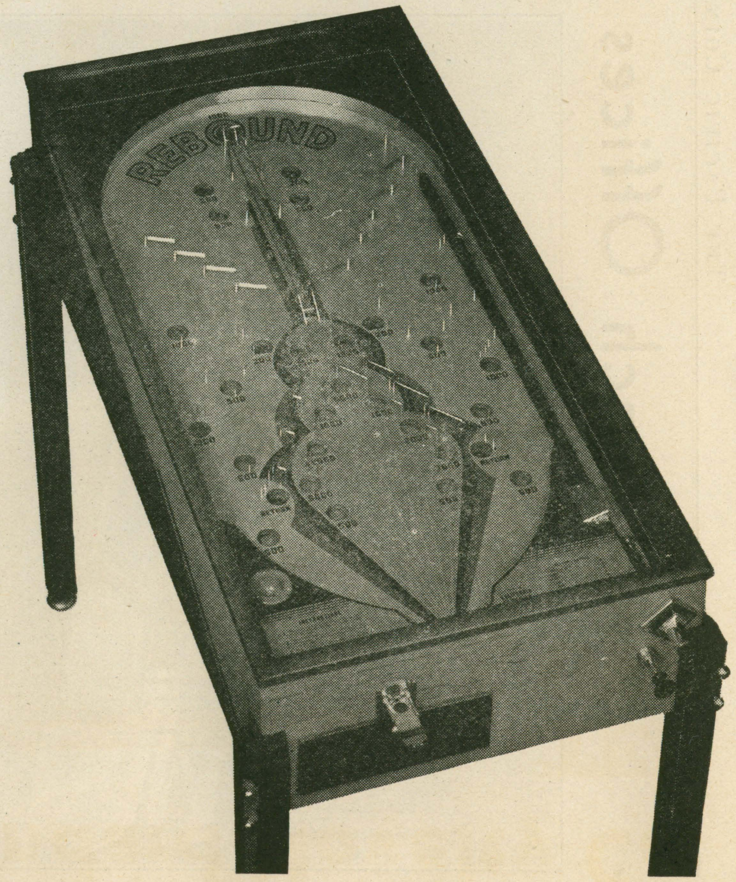
"RADIO STATION"

A NEW AND DIFFERENT GAME
NOW ON DISPLAY

California Games Line

REBOUND, Sr.

A new interchangeable
field will be ready soon!



ON THE WAY!

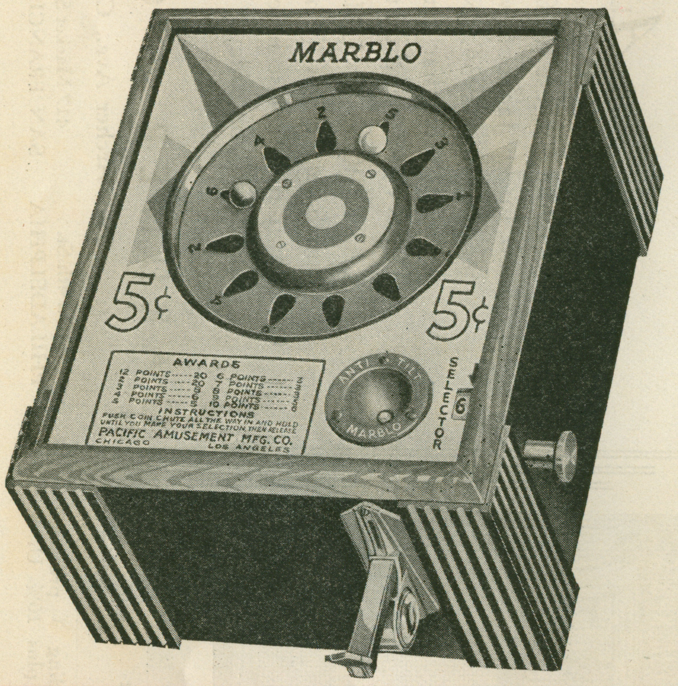
GALLOPING GHOST

(—AND—)

A COUNTER LITE-A-LINE

MARBLO

Modernistic . . . Twin Balls . . . Exciting!


MARBLO
5¢
5¢
AWARDS
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A Real Football Game

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All the Bets
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HORSE RACE
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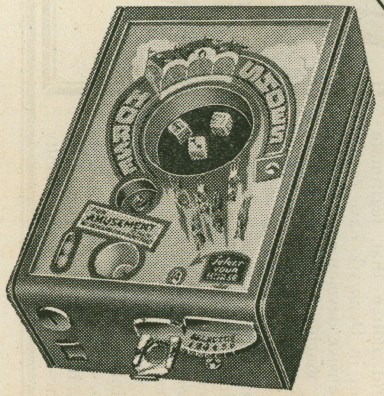
of counter games



SELECT-EM The Prince of counter games

Standard Novelty Co.

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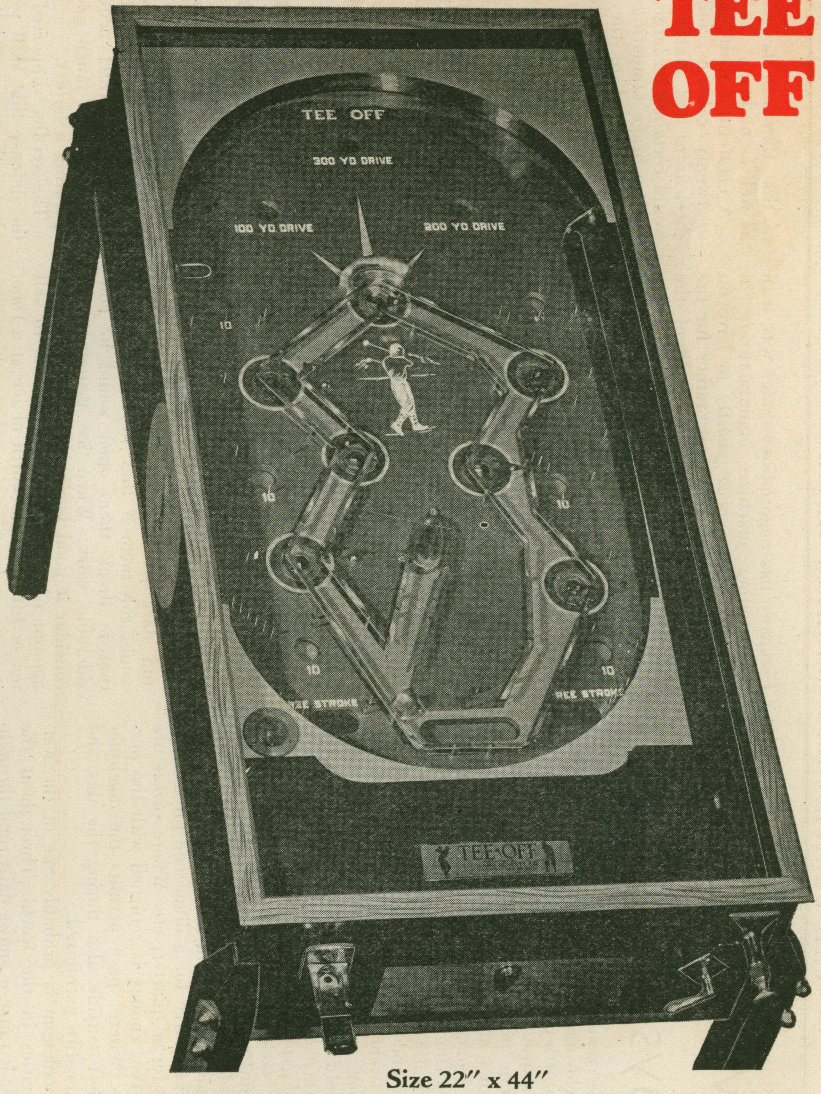
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100 YD DRIVE
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521 Golden Gate Avenue

Danish Vending Machines Set Pace, Says S. F. Man

By EINAR WILSLEV

SOME time ago a gentleman from Karachi, British India, came into the offices of the Viking Specialty Company of San Francisco, to look at vending machines.

This gentleman was interested in merchandise venders, but although the Viking Specialty Company has a large display of practically every type of merchandise vender made in the United States, this gentleman found nothing there that he was interested in. Upon being asked just what kind of machine he was looking for, he explained that he was on a trip around the world, that he had in the past been operating some machines in British India, and on his return there he expected to operate some vending machines again, and one of his purposes in making his world tour was to find the very best merchandise vending machines in existence.

Before he came to San Francisco, he had been all through Europe, and all through the United States and Canada, but he said there was only one place in the entire world that he had seen a machine he could call perfect, and that machine he had seen in Copenhagen, Denmark.

In Copenhagen, he explained, he had seen many of those machines, and they were vending all kinds of merchandise, although fruit predominated. However, besides fruit he saw beer, milk, cream, butter, pastry, toothpaste, and numerous other articles sold through these machines. Cigars, cigarettes, and matches were sold in a different type of machine. He furthermore stated that Denmark, and its capital Copenhagen in particular, must absolutely be first in the world as far as automatic merchandising is concerned, and he was very sorry that while in Copenhagen he had not secured the names of the manufacturers of those machines. He had been certain that in the United States he would find at least as good machines, but was bitterly disappointed.

All this was of great interest to me, as president of the Viking Specialty Company, because Copenhagen, Denmark, is my birthplace. To the delight of this gentleman from British India, I furnished him with the name and address of the manufacturer of those vending machines that he had seen in Copenhagen.

There is no doubt but that Denmark leads the world in automatic merchandising. In the railway stations you can purchase tickets by punching a series of buttons in an automatic ticket printer in which, of course, the proper amount of money must be deposited before the ticket will be delivered.

Store Closing Helps Machines

There is a law in Denmark compelling all stores to close at 6 p.m. If a store is open for business after 6 p.m. the same thing happens as happens when you park your car at a fire plug: You get a tag and must pay a fine the next day. This closing law eliminates unfair competition in that no store can stay open until late in the night and thereby almost compel its competitors to also stay open, but aside from that, this closing law has been a real blessing to small storekeepers who otherwise would probably be behind the counter from early morning to late at night. Being compelled to lock up at 6 p.m. and to stay closed all day Sunday, all such small storekeepers have an opportunity of resting and enjoying life in a human way.

To the vending machine manufacturers this closing law has meant millions of dollars worth of business because when 6 p.m. comes around the storekeeper places huge vending machines in front of his show windows and entrances. A cigar store will have from one to five huge vending machines from which the public may purchase practically every brand of cigarettes and cigars and also matches. Vending machines with twenty or more columns of cigarettes are not unusual, because in Copenhagen are sold local makes of cigarettes as well as American, English, Russian, Turkish, and Egyptian makes, which makes for a large variety. The same applies to cigars. Machines handle a large variety of brands and of each brand there will be several columns so that you may purchase one for a nickel, three for a dime, one for a dime, three for a quarter, etc. Where prices are not even, change is returned with the purchase. Where space permits the machines are left outside also during the day and are steadily patronized.

Copenhagen is probably one of the wettest cities in the world. Throughout the winter it rains or snows daily, and throughout the summer a day without a shower is very unusual. However, the vending machines are out in the open whether rain or shine, and it is very unusual to come across a machine which is out of order.

I have never heard of any machines being stolen, broken into, or damaged by the public.

Denmark Amusement Field

The writer, who during the past twelve years has made six trips to Denmark, says that comparing the vending machine industry of the United States to that of Denmark, one would notice that legitimate vending machines in Denmark have reached the same extensive development as have the amusement machines in the United States. United States leads on the amusement machine as Denmark does on the vending machines, so while there is a large field in the United States for development of automatic merchandising, so there is a large field in Denmark for development of amusement operating.

It may well be said that the United States is in its infancy as far as legitimate vending machines are concerned, just as Denmark is in its infancy in regard to amusement games. The Viking Specialty Company has negotiations under way with the vending machine manufacturers in Denmark, and expects shortly to have on display imported machines, rather for the sale of patents than for the sale of the finished product. Several amusement machines have been sent to Denmark by the Viking concern and I believe that some good business will soon materialize.

Most likely the United States will sooner or later have store closing laws similar to those in effect in Denmark and other European countries, and when that happens the vending machine industry will grow like a mushroom. In spite of the opinions of operators in general, the writer believes that out-door vending machines can very well be operated in the United States, but they must be built very sturdily to withstand all attempts of robbery and also to withstand bad weather.

Pacific Coast Takes Lead

The last few years have seen the beginning of the out-door vending machines in the United States, at least on the Pacific Coast. The machines referred to are those used by the ice manufacturers. Some of those ice machines are even seen in isolated and dark streets where thieves certainly would rob them if they were not so built that to break them open would be considerable work. When ice manufacturers consider it good business to invest a large amount of money in one machine to sell ten or fifteen cents worth of ice at a time, it is a wonder that cigarette machines are not being manufactured in a like manner so that they can be placed outside days as well as nights.

A cigarette machine having some twelve to twenty columns, built of very heavy sheet iron, and placed on a heavy stand would certainly be large and heavy enough to discourage tampering with. Such a machine anchored to the wall outside, for instance, the drug store in small towns where no stores are open during the night would most likely do a mighty good business. There must be thousands of little towns in the United States where there isn't a store open after 10 p.m. and where many a man or woman would patronize such a machine during the night.

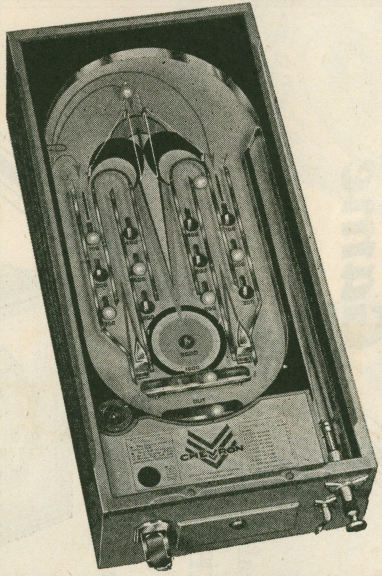
The writer hopes that this article will be read by some manufacturer who can see the tremendous opportunities for such a machine, and who will have the initiative to develop this idea.

●

Long Beach Jury Puts Okeh on Tango Games

LONG BEACH, Calif.—Indicating a liberal attitude toward tango as a game of skill and opening the way for resumption of the game on the Pike here, a jury in Municipal Court after debating all night returned a verdict acquitting Al Brown, manager of a tango game, of charges of operating a lottery.

The verdict supported the contention of the defense that skill predominates in the play of the game and that because of that element it is not gambling.



CHEVRON

Size: 17"x35"

PRICE: $33.00

SUITABLE FOR COUNTER
LEGS—$2.00 EXTRA

Built by HARRY WILLIAMS
Locations report players like the game. Operators report earnings above average.

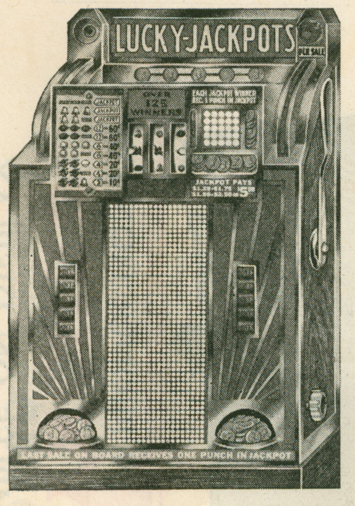
We Recommend It

SOL GOTTLIEB CO.
1347 W. Washington Blvd.
LOS ANGELES, CALIF.

FOR MARBLE GAMES
and SUPPLIES
●
A. B. T. COIN CHUTES
MARBLES
EVEREADY BATTERIES
●
Write for Our Price List
PAUL A. LAYMON, Jobber
Quality Coin-Operated Machines
1503 W. Pico St.
LOS ANGELES, CALIF.

A SET-UP FOR BIG PROFITS!

A BRAND NEW BOARD NEVER BEFORE SHOWN!


LUCKY-JACKPOTS
LAST SALE ON BOARD RECEIVES ONE PUNCH IN JACKPOT

1000-LJP	
Take-in	$50.00
Average payout	21.15
Average profit	$28.85

Price (including 3 protected tickets) $2.05, plus 10% U. S. tax.

ALL operators agree that the slot machine sales boards made them the biggest profits in 1934. This new Lucky Jackpots will make still bigger profits in 1935. Note added feature of a jackpot that pays NO LOWER THAN $1.25 and up to $5.00. Also the LAST PUNCH ON BOARD gets a punch in jackpot! This means fast play down to the last hole. Order a dozen rushed to you today.

GARDNER & COMPANY
2309 Archer Ave., Chicago, Ill.

44 N. 4th St.
PHILADELPHIA

417 Market St.
SAN FRANCISCO

24 W. Connecticut
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Announcing . . .

-BAG-DAD-

A New Kind
of
Marble Game

•

A New King
of
Cabinets

•

With
Triple Coin Chutes

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YES—

The First Real
TICKET GAME
to sell at a FAIR PRICE
and make you REAL
MONEY

•

?

BAG DAD

A Year
Ahead of the
Field

•

Positively New
and Different

•

Will Fit Every
Type and Size
Location

•

You have waited long enough for something that will stop the merchant and his employees from being your bookkeeper

•

A New Game Out of the West that will make Coin Machine History

AL GUSTAFSON

(MANUFACTURER'S SALES REPRESENTATIVE)

126 Elliott Avenue, West
SEATTLE, WASHINGTON
Phone: Garfield 6412

413 S. W. 13th Avenue
PORTLAND, OREGON
Phone: Atwater 5895

When Better Games Are Built...

NATIONAL will sell them

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Confidence of operators

Our most valuable asset is the confidence with which operators come to NATIONAL for the latest and the best in coin-controlled amusement equipment. They know by experience that here they may buy merchandise of merit.

●

Faith of manufacturers

Builders of the most modern and sensational quality games seek NATIONAL as distributors. That is why NATIONAL is always first with the best. Quantity sales enable us to command large factory orders to fill operators' needs.

●

Covering the Pacific Coast

Success calls for expansion. NATIONAL'S desire to serve well has necessitated the establishment of completely stocked branches and beautiful show rooms in four Pacific Coast key centers. We invite you to visit NATIONAL in Los Angeles, San Francisco, Portland and Seattle. You're always welcome.

●

National Amusement Company

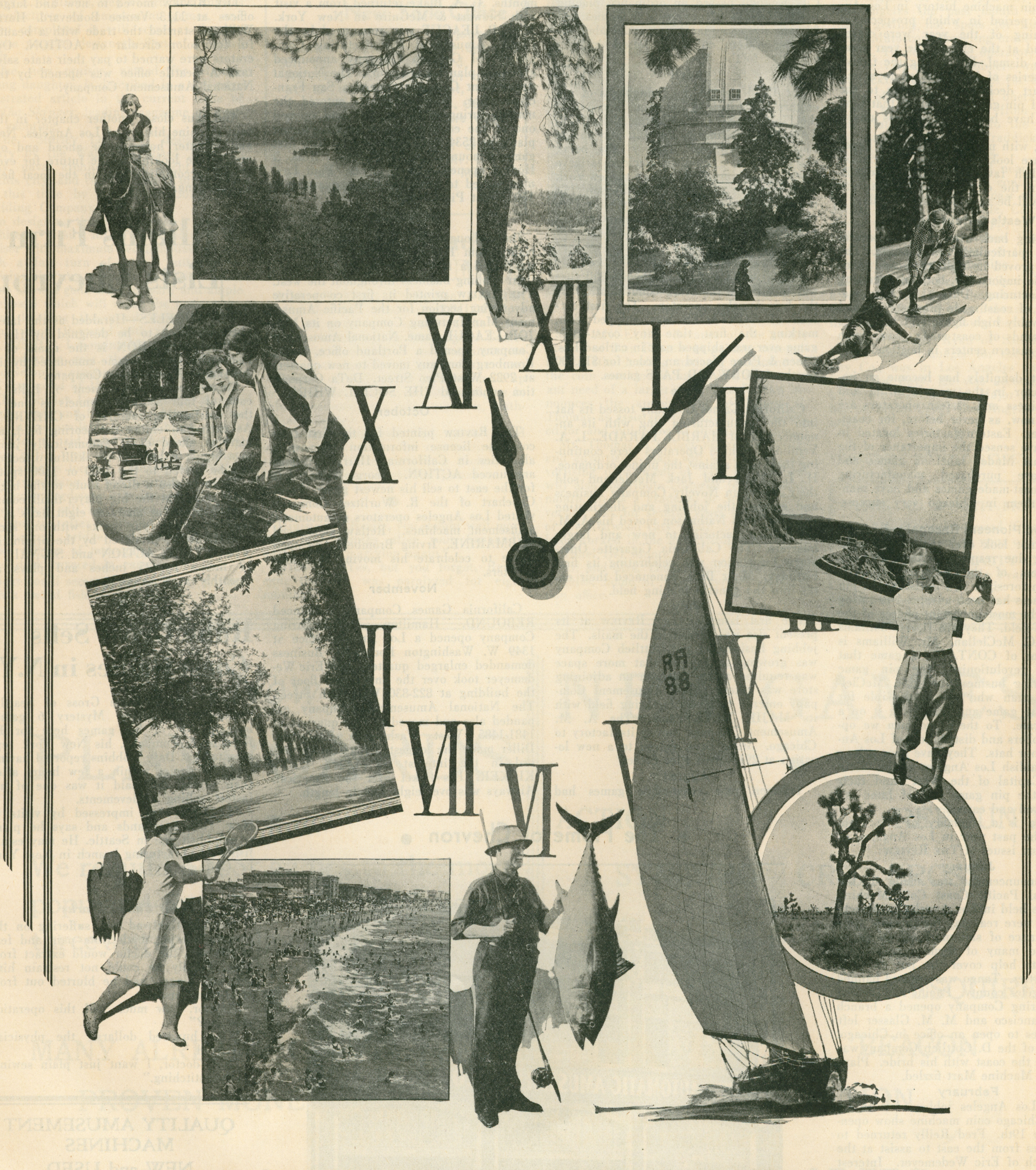
1481 West Washington Blvd.
LOS ANGELES, CALIF.

521 Golden Gate Avenue
SAN FRANCISCO, CALIF.

1606 N. W. 23rd Street
PORTLAND, ORE.

100 Elliott Avenue, West
SEATTLE, WASH.

LOS ANGELES



GREETINGS to the National Association of Coin Machine Manufacturers, jobbers and operators attending the Chicago show and convention. Los Angeles, home of the Pacific Coin Machine Review, extends its welcome to those of you who plan to visit the Coast and this Pin Game Capital of the West!

AROUND THE CLOCK is the recreation schedule of Southern California, and coin machines play a huge part in this great amusement area. The accompanying article tells the story of the coin machine industry in Los Angeles for the past year and the outlook for 1935.

Series of Interesting Events Makes 1934 Outstanding Year in Los Angeles

NINETEEN - THIRTY - FOUR will go down in coin machine history in Los Angeles as a period in which prospects at the beginning of the year were never brighter and at the end of the year were never more dismal. For during the twelve months a series of incidents led to a municipal court decision unfavorable to the operation of pin games and since that time conditions have been more or less unsettled.

However, with new plans and new hopes operators are looking to their Association to re-establish favorable operating conditions within the city and indications are that they will be re-established shortly.

West's Output High

In glancing back over the year several events are particularly outstanding. The west coast proved its right to second place in pin game importance, both in operating and manufacturing. During the year machine sales of coast-made products reached an unbelievably high figure and thousands upon thousands of coast-made games were shipped to eastern centers in boatloads and carloads.

The west definitely has become an important factor in the manufacturing end of the business and eastern operators are clamoring now, as never before, for coast-made games. Eastern factories located in Chicago have sensed the importance of the "West Coast Made" label on games and several have purchased manufacturing rights to coast-made games and have manufactured them in Chicago very successfully.

Two Pioneers Recognized

One cannot look over the record without paying due respects to two outstanding pioneers of the industry, through whose keen foresight and initiative the pin game business has been advanced to rating as one of the most important phases of the amusement field. They are Harry Williams and Fred C. McClellan. Mr. Williams is the inventor of CONTACT, a game that completely revolutionized the pin game manufacturing business, and Mr. McClellan is the man who was responsible for building the game and marketing it on a national scale. To these two men we operators, jobbers and distributors of Los Angeles doff our hats. They have gone a long way to establish Los Angeles as the "Coin Machine Capital of the West" and their places in the pin game hall of fame are well deserved and earned.

Following is a summary of the highlights of the past year in Los Angeles, as gleaned from issues of THE REVIEW:

January

First announcement was made of the first annual Pacific Coast Coin Machine Show to be held in Los Angeles in March. Film stars were realizing for the first time the importance of slot machines in entertaining and many of them were renting machines to help cover the nut on their various parties. Tango was ordered banned in Los Angeles county. Pacific Amusement Manufacturing Company opened a branch in San Francisco and M. M. Glasser left Los Angeles to open an office in Chicago. Al Dalkin of the D. Gottlieb Company was visiting on the coast with his bride. Plans for a Coin Machine Mart fizzled.

February

Several Los Angeles jobbers left to attend the Chicago coin machine show opening on the 19th. Fred Reilly returned to Los Angeles from the east to assist at the local branch of Eric Wedemeyer. Interest in the coast show reached fever heat with 25 booths already sold. Paul Laymon moved to new offices at 1320 South Hope Street. Los Angeles City Council was considering a license ordinance.

March

THE REVIEW issued its first coin machine show special and improved the tabloid-size paper by adding a coated book stock cover in two colors. The first Pacific Coast show opened March 12 for three days and proved a tremendous success, ending with a big ball on the last evening at which more than 600 were in attendance. L. A. City Council passed an ordinance placing license fees at $2 on penny machines and $3 on five-cent machines. Chamber of Commerce sent out 3,000 letters inviting operators to the show.

April

Art Weld tickled the funnybones of operators by writing a humorous account of the First Annual Coin Machine Ball. CONTACT was making its first big play in the east and a Chicago factory was being planned. Irving Bromberg decided to leave his local jobbing office and go to New York with the game. William Nathanson felt the Middle West calling and left for Chicago to arrange for the manufacture of FORWARD PASS.

May

The Los Angeles City Council had before it a vending machine license bill that was meeting with severe condemnation by the Los Angeles operators. The first carload of CONTACTS was shipped east, marking the first time any coast-made game ever was shipped east in carload lots. Green & Price placed an order for $14,000 worth of FORWARD PASS games.

June

California Games Company tossed its hat into the manufacturing ring with its announcement of MARBLE PARADE. L. A. Vending Machine Operators were continuing their fight against the unjust ordinance. H. L. Stuart and Jack McClelland sold their American Novelty Company business and entered the jobbing and distributing field. William Nathanson moved his A. M. Amusement factories to new and larger quarters. The California Cigarette Operators Association was celebrating its first birthday. Mohr Bros. announced their entry into the general jobbing field.

July

The first issue of THE REVIEW at its present size was placed in the mails. The jobbing business of Sol Gottlieb Company was growing so rapidly that more space was required and a lease on an adjoining store was taken. Allied Amusement Company entered the manufacturing field with its MAJIK KEYS game. The A. M. Amusement Company moved its factory to Chicago. Mohr Bros. moved to a new location at 2916 West Pico Street.

August

Thirteen new coast-made games had been announced during the past two months. C. A. Blake returned from a visit with Stewart & McGuire in New York. MAJOR LEAGUE was announced by the Pacific Amusement Manufacturing Company. Sol Gottlieb Company announced a finance plan for operators. The National Amusement Company opened a San Francisco office. Harry Williams entered the manufacturing of pin games and opened one of the country's finest manufacturing plants at 2534 West Pico Street. The first game announced was SIGNAL. Ross & Hooker opened jobbing offices. Paul Laymon moved to new and larger quarters at 1503 West Pico Street.

September

Bally bought SIGNAL manufacturing rights from Harry Williams. Mohr Bros. purchased a fleet of trucks and extended their jobbing business throughout the west. THE REVIEW printed its first co-operative advertising section for the Pacific Amusement Manufacturing Company on its MAJOR LEAGUE game. National Amusement Company opened a Portland office. Irving Bromberg Company moved to new quarters at 2922 West Pico Street. DeTa Corporation announced THE SOCIAL WHIRL.

October

THE REVIEW printed for the first time complete license information concerning all cities in California. Harry Williams announced ACTION. George Minor left for the east to sell his newest game. H. E. Capehart of the R. Wurlitzer Company visited Los Angeles operators of automatic amusement machines. Retlaw announced SUBMARINE. Irving Bromberg had open house to celebrate his moving into new quarters.

November

California Games Company announced REBOUND. Hamilton Manufacturing Company opened a Los Angeles office at 1349 W. Washington Boulevard. Business demanded enlarged quarters and Eric Wedemeyer took over the entire first floor of the building at 822-830 West 10th Street. The National Amusement Company expanded also and moved to new quarters at 1481-1485 West Washington Boulevard. Diller made the longest flying trip on record in the interest of MAJIK KEYS KICKER. His ticket over the American Airways was over eight feet in length.

December

THE REVIEW moved to new and larger offices at 1113 Venice Boulevard. Harry Williams startled the trade with a beautiful four-color circular on ACTION. Operators were warned to pay their state sales tax. A Seattle office was opened by the National Amusement Company.

*

And thus closes another chapter in the coin machine history of Los Angeles. New and brighter horizons lie ahead and operators are looking to the future for even greater accomplishments in the local field of operating.

• The Home of Chevron •

SIGNAL
2534 AUTOMATIC AMUSEMENTS COMPANY 2534

This is the Los Angeles plant of the Automatic Amusements Company which is now going full blast turning out senior model Actions and Harry Williams' latest counter game CHEVRON.

•

Williams Firm Lists Chevron

LOS ANGELES—Heralded as the latest pin ball game to be designed by Harry Williams, CHEVRON is the name of a fascinating counter game announced by the Automatic Amusements Company.

Simultaneous advancement of balls in each of four scoring channels is one of the outstanding features of CHEVRON. As each ball enters the scoring field, all marbles ahead of it automatically jump to a bigger count and by skillful direction can be moved to the 3000 or 1500 spots.

There is also a direct route to the high-score area, but the big player-thrill comes from hopping as many as eight balls at a time along the four tracks with one shot.

CHEVRON, produced by the originator of CONTACT, ACTION and SIGNAL, is 17 inches by 35 inches and plays as smoothly as a senior game.

•

Rube Gross Sells Coast Games in N.Y.

NEW YORK—Rube Gross of Seattle, manufacturer of the Mystery 6 game, brought 100 of his games here for D. Robbins & Company, his New York representatives. Dave Robbins reported having sold the games within a few hours after their arrival and said it was one of his fastest selling achievements.

Mr. Gross was impressed by visits to New York sportlands and says he plans to establish one in Seattle. He may establish a manufacturing branch in New York or Chicago.

•

No Fancy Works

The old tightwad was suffering on the operator's table, both from pain and fear at the sum the doctor would extract from him. Finally he could not restrain himself any longer, and he blurted out from semi-consciousness:

"Doctor, how much will this operation cost me?"

"One hundred dollars," the physician answered.

"But, doctor, I want just plain sewing, no hemstitching."

QUALITY AMUSEMENT
MACHINES
NEW and USED
Write for Prices
•
OUR USED MACHINES
Completely Reconditioned
LOOK LIKE NEW
•
PAUL A. LAYMON, Jobber
1503 W. Pico St.
LOS ANGELES, CALIF.

Cabin Cruiser on the Ways For Harry Williams in L.A.

LOS ANGELES—"Shirley Lee" is the name of a 39-foot bridge deck cruiser now under construction at Newport Beach for Harry E. Williams, well known Los Angeles manufacturer of amusement games, and when completed it will serve as flagship of the popular designer's fleet of pleasure craft.

The new cruiser, named for Harry's young daughter, is described in a full-page illustrated article in the current issue of *Pacific Skipper*, leading magazine of western yachting.

The "Shirley Lee" was designed for Harry by the Walton Hubbard Jr. Company, naval architects and yacht brokers of this city, and construction is under way at this time by the South Coast Boat Building Company.

In designing this new cruiser it was the architects' desire to turn out plans for a cruiser with maximum accommodations and with a fair turn of speed, suitable for cruising in any weather condition. The plans show a good flare forward and ample freeboard which will make the cruiser dry when bucking the usual Southern California chop. Powered with an eight-cylinder, 125 H.P. Lycoming Marine motor with 2:1 reduction gear, the craft is expected to develop a cruising speed of 12 knots and top speed of 15 knots.

The "Shirley Lee" will berth six people, two forward and four aft, and seats in the cockpit are available for two more, with a bunk for a paid hand in the deck house. There is full head room of 6 feet 2 inches. The galley is located amidship to provide for easy cooking in bad weather.

Exterior hardware is in bronze. The forward cabin will be paneled with mahogany and the after cabin in white enamel. The cockpit, bridge deck house and side decks will be of mahogany, with the forward deck covered in canvas.

Next you'll see a photo of Harry posing with a sword fish or marlin!

REVIEW Opens New York Office

To better serve the jobbers, manufacturers and distributors on the eastern seaboard THE REVIEW has opened an office at 19 East 47th Street, New York City, with Mr. S. R. Cowan in charge. The telephone number is PLaza 3-0483.

The present personnel of the office includes, besides Mr. Cowan, Mr. P. S. Weil and Mr. H. E. Hayden.

Nathanson Ready For New TRIUMPH

LOS ANGELES—Production will start during the next month on TRIUMPH, a novel pin game with several of the latest electric features by the Los Angeles Games Company, according to an announcement by William Nathanson, head of the firm.

Release of TRIUMPH is being held up to permit the addition of electric lights in this sensational new table machine, Nathanson reported.

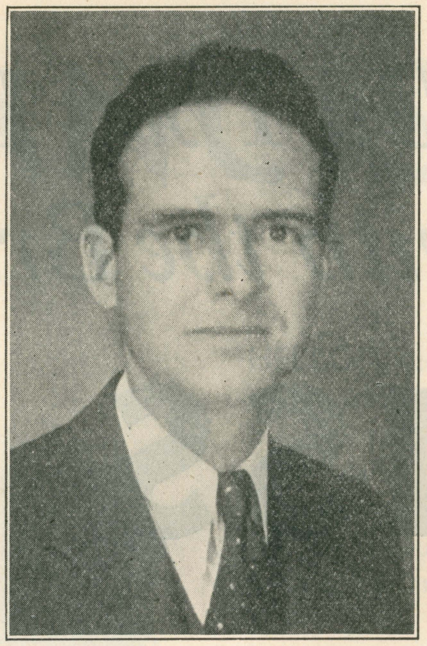
An electrically-controlled score board and two coin chutes are outstanding features of TRIUMPH, which is declared to be one of the most skillful games on the market.

●

Minister: "Really, you should wait more than four months after your husband's death before marrying again."

Widow: "Yes, but you forget, Reverend, that he was paralyzed for eight months."

● Joins REVIEW ●



Elbert G. Thomas

LOS ANGELES—Because of the steady growth of THE REVIEW in gaining recognition as the leading national magazine of the coin machine industry and the resultant need of a larger staff, THE REVIEW announces the appointment of Elbert G. Thomas as assistant to Paul W. Blackford, editor and publisher of this publication.

Mr. Thomas, a former newspaper writer and advertising man, will serve in the advertising department of THE REVIEW and will also contribute editorial features each month. He is a graduate of Stanford University, was for several years sports editor of the Redwood City (Calif.) *Tribune* and later worked in the advertising department of Hotel Del Monte.

Mr. and Mrs. Thomas will reside in Los Angeles, home of THE REVIEW's publication office.

● Los Angeles Notes ●

Among the operators making steady trips to Los Angeles each week to look over new games is E. M. Palmer of San Bernardino. Mr. Palmer is one of the most enterprising operators over in his section of the state and he is constantly on the look-out for new money-makers.

Al Berman of New York city arrived in Los Angeles the past month and is already getting hot spots for his International Mutoscope traveling crane machines.

C. C. Tanner, Fresno operator, was visiting the various local jobbers week before last picking up new games for his routes.

The offices of the local operators association have been moved from Pico and New Hampshire streets to the offices of the attorney, Charles Craddick, in the Subway Terminal building.

Operators from far and near flock into Los Angeles each week to contact the jobbers. Spotted during the past month were Albert Pyke of Forrestville, Calif.; A. M. Keene of Taft; Mr. Murphy of Brawley; Goldie Curtis of Wenatchee, Washington; and Edward J. Seeman of the S. & A. Novelty Co., San Bernardino.

The Southern Pacific railway has made a rate of $120.18 for the round-trip to the show in Chicago during February. The rate includes a standard lower berth.

John (Midge) Ryan of San Francisco, Pacific Coast manager for the Mills Novelty Co., was in Los Angeles on business for a few days. He was accompanied on his return trip north by Major Mohr, member of Mohr Bros., Los Angeles distributors.

●

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THIS AD WORTH MONEY!
5% discount allowed if you
attach this ad to your order
VIKING SPECIALTY CO.
632 Polk Street, San Francisco

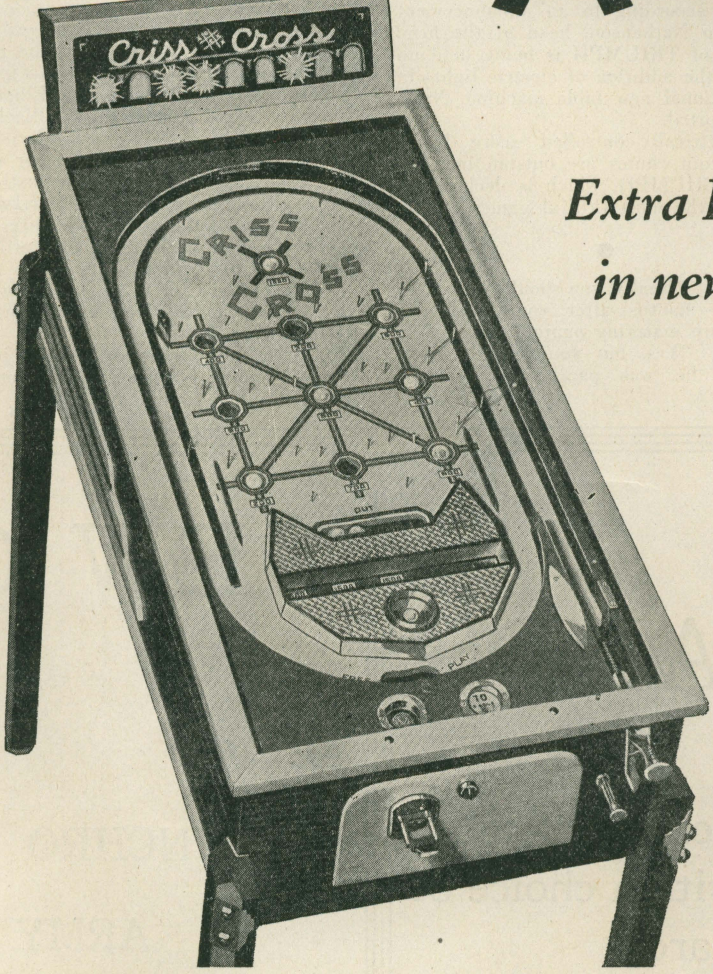
New
PLAYBOARDS
●
We rebuild 5-foot games to the more popular 4-foot game with a choice of three attractive playboards.
●
MANY ALREADY ON LOCATIONS
PROVEN MONEY MAKERS

NEW GAMES
●
ACTION REBOUND
SYNCHRO CRISS CROSS
ARMY and NAVY
BARREL ROLL ESQUIRE
CHEVRON BEACON
RADIO STATION

L. A. GAMES COMPANY
(Wm. Nathanson)
2833 W. PICO STREET PHONE PARKWAY 2711 LOS ANGELES, CALIF.

Light Up That Location with the Brilliant Winner...

CRISS CROSS A-LITE



Locations Demand It

More money for them . . . more money for you—*with*

CRISS CROSS

The Most Interesting Pin Game Ever Built!

Extra Player Appeal in new Light-Up Model

The flashing lights automatically score *free* games on . . .

CRISS CROSS

The Mechanically Perfect Pin Table

$47.50 DELIVERED in Los Angeles

. . . ORDER TODAY FROM . . .

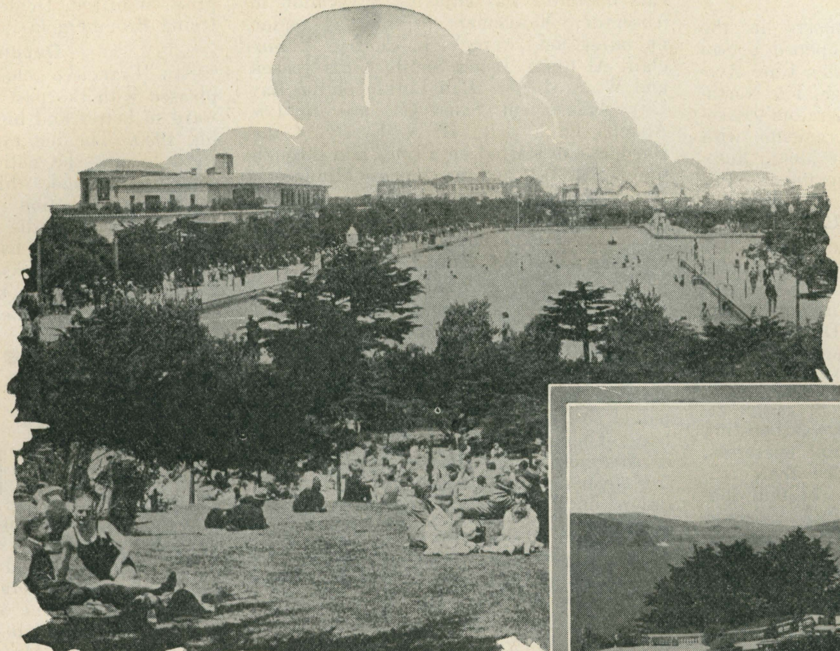
SOL GOTTLIEB COMPANY

1347 WEST WASHINGTON BLVD.
LOS ANGELES, CALIFORNIA

Local Phone, PRospect 3351 *Long Distance,* PRospect 6957

SAN FRANCISCO

HELLO . . . to our friends of the coin machine industry attending the Chicago show and convention. Many of us will see you there, but some are sticking on the job because things are humming in San Francisco.



Above: The largest municipal swimming pool in the United States...Fleishhacker Pool in San Francisco's Golden Gate Park. **Right:** Lincoln Park, overlooking the Golden Gate.

Left: Bathing scene in Marina residential district, adjoining the famous Yacht Harbor.

Below: One of San Francisco's many modern school buildings.

BUSY IS RIGHT . . . San Francisco's operators and jobbers have been hustling the past year. Turn to THE REVIEW'S accompanying article for high spots of the year and what the future holds.

Improved Business Is Enjoyed During 1934 And Predicted for 1935 in San Francisco

As at the outset of 1934, San Francisco operators, jobbers and distributors in the coin machine field set forth this year with prospects of a record-breaking era for 1935.

Contributing to this optimistic outlook was a spirit of unity which has developed in the San Francisco district during the past year of progress, manifesting a forward movement that resulted in better operating conditions and consequently made possible a general expansion of the activities of jobbers and distributors.

One of the important factors in this progress was San Francisco's participation in the Pacific Coast coin machine show at Los Angeles.

Many New Games

The abundance of new games served to stimulate business during the past year and the prevalent thought was to maintain the high standard that has been maintained in the operation of coin-controlled devices on the Pacific Coast.

One significant point on which jobbers all agreed was the elimination of hijacking of machines by close inspection of all machines and co-operation in refusing to accept as trade-ins machines on which serial numbers had been altered and which might possibly be stolen machines.

Several San Francisco firms were doing business on a scale that called for expansion to larger quarters, and the result was recognition of the coin machine industry here as a large business.

The advent of beer gardens since repeal also had its beneficial influence on the industry and increased the profits for operators and jobbers alike.

Highlights of Past Year

Here are some of the highlights of 1934 in San Francisco:

January

San Francisco operators faced 1934 with renewed confidence and hopes for a record-breaking year. H. R. Maser reported that the new partnership of Fey & Maser was doing a booming business, representing Pace products. Mr. Hines of Modesto was spending some time here.

February

San Francisco operators and jobbers were making plans to attend the Pacific Coast coin machine show in Los Angeles in March. Fire destroyed $60,000 worth of machines belonging to W. A. Bradford in the destruction of Frank Mendoza's Venetian Caves arcade in San Jose. J. W. Glenn and Graeme McDonald joined forces in the Glenn-Rowe Vending Machine Co., at 1031 Polk Street. Charles Fey, H. R. Maser and Al H. Quast invited all operators to visit their factory here and see the first bell type slot machine invented in 1889 by Mr. Fey. Vance C. Mape purchased from Edward T. Mape the latter's Northern California business with headquarters in Stockton. Louis Wolcher was planning to attend the Chicago show. C. F. Langley was in San Francisco with a new machine. Einar Wilslev was swamped with Gold Rush at Viking Specialty Co. Theron C. Curtiss had a new machine he planned to exhibit at the coast show. E. W. Jourdan of the Oakland Gum Co. was planning a state trip. Mr. and Mrs. Walter Bartz (Gladys Luck) were receiving congratulations on ther wedding. A daughter was born on the 17th to Mr. and Mrs. Jack R. Moore.

March

Einar Wilslev came forth with a plan to stop hijacking of machines by refusing to accept stolen machines as trade-ins. Midge Ryan of Mills Novelty Co. and C. A. Blake of Stewart & McGuire were among the Los Angeles visitors, while Gordon Mills of Oakland and Louis Wolcher were planning to take in the coast show at Los Angeles en route to the Chicago convention.

April

Stewart & McGuire, pioneers in the cigarette vending business, opened a San Francisco branch at 116 Golden Gate Avenue with C. A. Blake in charge. The Northern California Machine Operators' Association was formed at Sacramento with William C. Buckley as president, automatically dissolving the Sacramento Pin Game Operators' Association. E. W. Jourdan of the Oakland Gum Co. appointed Mohr Bros. his Los Angeles distributor for merchandise. Harry Wright and Frank Crowley sold their arcade in El Cerrito to George E. Furuta. Those taking booths at the coast show included Oakland Gum Co., Mills Novelty Co., Fey Manufacurting Co. and Advance Automatic Sales Co.

May

Popularity of beer gardens was boosting business for the peanut machine operators, who were required to service their machines daily with an average of four machines for each beer parlor. In Sacramento the state ruled against the sale of gasoline in vending machines. L. H. Strickler opened new offices at 36-40 Steuart Street as distributor for Exhibit Supply Co. John P. Ryan and Charles Snyder were credited with doing a big business for Mills Novelty Co. at the coast show. Reward cards were ruled off pin games here and "amusement only" signs went up. Edmund Fey remodeled and rearranged his arcade at the Chutes at the Beach. Denny Hallihan was here looking for an arcade location. Three tango games were being operated at the Chutes; Oakland had five, some of which sold cards three for five cents. Golden West Sales Co. moved from Market Street to Mission between Eighth and Ninth to get larger quarters. Jerry Smith sold his penny arcade on Market Street to Mike Golden, a veteran of 30 years in the arcade and carnival business.

June

Viking Novelty Co. was showing the first models of Tumbler, a new counter game. D. Emanuel, father of a new eight-pound baby, started in the vending field by placing machines in the large department stores. H. J. Coenen, Corning operator, was a San Francisco visitor. Edgar McNeil of Stockton, operator of the Kenga Sales Co., was in town. Sam Kingston was being hailed as the "model operator" for keeping his machines in top condition all the time. H. R. Maser of Fey Manufacturing Co. had the new 1935 model Pace Comet on display.

July

L. H. Strickler of the Novelty Importing Co. reported that operators were camping in his office waiting for Lightning. Harry Wolcher returned from the East, where he bought every used slot machine he could get his hands on. F. E. Lundquist, peninsula operator, was enjoying a vacation in Yosemite. Newcomers to the bay region operating field were V. L. Cherry, A. Sinclair, Al Rossi, James Smith, Chris Jensen and W. S. Hoster. Dan Lufkin of the Bay City Amusement Sales Co. was in Los Angeles on a visit. H. A. Eyerly of the Gardner Co. started on a sales trip through the Northwest and as far as Minnesota. James H. Perry was on a vacation trip to Seattle and Vancouver. Al Armo and G. Gomel were experimenting with their new giant game, Home Run.

August

George Bates and Sam Tessler opened jobbing headquarters at 121-123 Tenth Street in Oakland. Advance Automatic Sales Co. ordered delivery of a Fleet machine from Bally Mfg. Co. in Chicago by parcel post because of the waterfront strike here. Theron C. Curtiss had been granted a patent on a coin-operated vacuum clothing cleaner. Viking Specialty Co. had big orders on 21-Venders.

September

The biggest piece of news here was the merger of the Advance Automatic Sales Co. of San Francisco, Oakland and Seattle, and the Western Distributors Inc. of Seattle. Louis E. Wolcher of Automatic flew north to complete the deal. Pace Manufacturing Co. re-established its office branch in San Francisco at 1182 Market Street with H. R. Maser, veteran coin machine man, in charge. John Ryan of Mills Novelty Co. predicted a business boom in San Francisco. Viking Specialty Co. was given distributing rights in Oregon, Idaho, Utah and Nevada by the Groetchen Tool and Mfg. Co.

October

C. N. McClelland of the San Francisco office met with Jack McClelland of Portland and H. L. Stuart of Los Angeles on a business conference for the National Amusement Co. Viking Specialty Co. became exclusive distributor in this territory for Klix on appointment by Henry Kramer of the Mechanical Games Mfg. Co. of Los Angeles. The city of Yreka adopted a license ordinance establishing a tax at the basic rate of $1.67 per month per machine up to five-cent games and $2.50 up to 10-cent machines.

November

Advance Automatic Sales Co. took extra space at 1074 Golden Gate Avenue next to their headquarters at 1082 Golden Gate and also a shipping and stock room at 1114 Buchanan. They observed an "export month" by shipping games to the Philippines, Japan, Australia, Indo-China, Hawaii, China and New Zealand. Viking offered the new penny bell, Prince, by the King Equipment Co. of Michigan. A new jobbing firm, the Wynne Novelty Co., was opened at 536 Golden Gate Avenue by Miss Winifred Denton, formerly of the Irving Bromberg Co. of Los Angeles.

December

San Francisco closed the books well pleased with the past year and looked forward to better and bigger things here during 1935. The big event they looked forward to was the national convention and show in Chicago, which was expected to set things in motion in a real way. Louis Wolcher was in the hospital for a few days but declared it had no connection with his trip a few weeks before to Los Angeles, where he took in the operators' stag show at the Beverly Hills Athletic Club.

•

Gordon Mills In Florida

OAKLAND—Gordon Mills, head of the Mills Sales Company, is on his annual trek through the east and is now in Florida. Mr. Mills spent several days in New York enroute and was one of the first to see the new game Checkers being manufactured by the International Mutoscope Reel Co. He expressed himself as deeply pleased with the unique game.

Mr. Mills plans on attending the convention also in Chicago on Feb. 18.

•

Bon MacDougall Flies To Chicago

LOS ANGELES—Bon McDougall, formerly with the local plant of the Pacific Amusement Manufacturing Company, flew to Chicago on a TWA over-nighter Jan. 21st.

•

Viking Offers Special Price

SAN FRANCISCO—Attention is called to an advertisement in this issue wherein the Viking Specialty Company of San Francisco offers coin counters at a low price to purchasers of their coin wrappers.

The Viking Company are headquarters for coin wrappers and coin counters of all kinds, and all orders are shipped promptly.

The Viking people report receiving orders for coin wrappers and coin counters from every state in the Union as well as from Canada.

STATIONERY VENDERS
Vend Paper, Envelope and Stamp
5c and 10c Machines
$5.00 each
Operating Suggestions Free
VIKING SPECIALTY CO.
632 Polk Street, San Francisco

PACE COIN OPERATED MACHINES
Comprise THE LARGEST—MOST COMPLETE—MOST VARIED—MOST PROFITABLE-TO-THE-OPERATOR LINE OF MACHINES EVER MANUFACTURED UNDER ONE ROOF IN THE HISTORY OF THE INDUSTRY
100 MODELS NOW SELLING OR IN COURSE OF PRODUCTION
50 YEARS IN ADVANCE OF ALL OTHER FACTORIES
STRAIGHT BELLS—MYSTERY BELLS—SIDE VENDERS—FRONT VENDERS—GOLD AWARD—BATH ROOM SCALES—PENNY SCALES—ROLETS—DANDY VENDERS—5-CARD MACHINES—HIT ME—PINBOARDS—MERCHANDISE VENDERS AND EVERY TYPE OF COIN OPERATED MACHINE KNOWN TO THE TRADE.
GET OUR CIRCULARS AND PRICES—YOU'LL DISCARD ALL OTHERS
PACE MFG. CO. INC.
1182 Market St.
San Francisco Cal.
2909 Indiana Avenue
Chicago Illinois

flashing its dominance

OVER THE PACIFIC COAST!

CRISS CROSS

A-LITE

WHAT IT DOES
On LOCATION:

•

Takes in

$80.00 in 1st Week!

$92.50 in 2nd Week!

$138.00 in 3rd Week!

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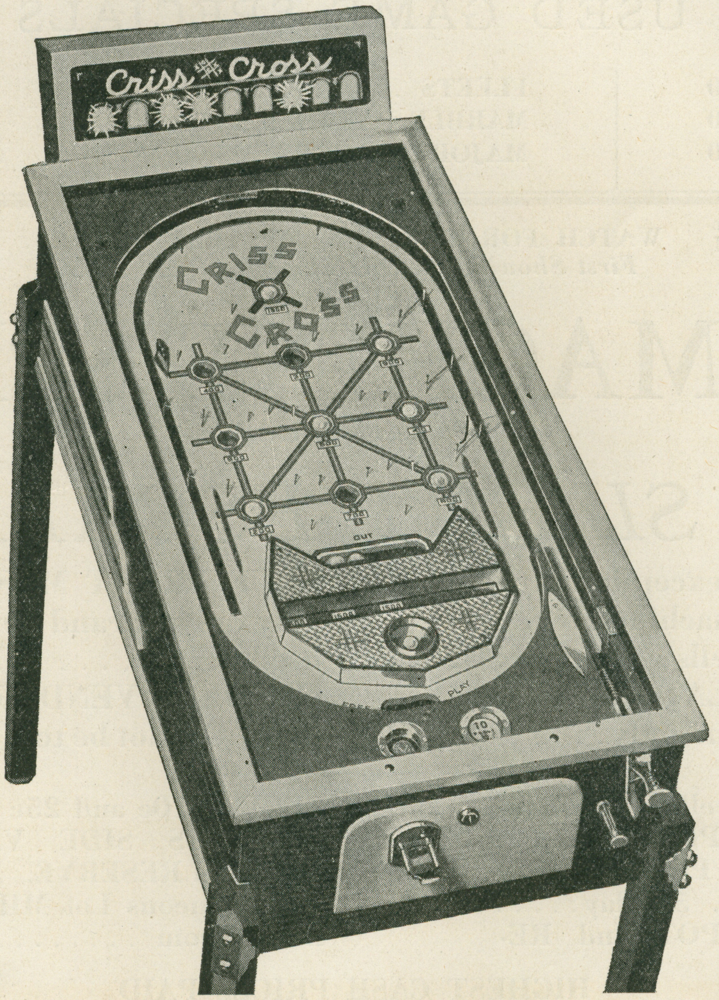
OPERATORS
can you beat
CRISS CROSS



The Proven Winner
PLUS . . . !

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GENCO'S NEW
LIGHT-UP MODEL
IS SIMPLY
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It's Bug-Proof
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ORDER TODAY $\$47^{50}$ **DELIVERED**
In San Francisco or Seattle

Advance Automatic Sales Co.

1021-23 Golden Gate Avenue
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ARMY & NAVY

ROCK-OLA'S NEWEST HIT $44.50 F.O.B. Chicago

New MARBLE GAMES

CHEVRON . . . $33.00
By Harry Williams
36″ Counter Game

BARREL ROLL . . . $69.50
A New Innovation
By Allied Amusement Co.

CANNON-FIRE . . $59.50
A Sure Shot
By Mills Novelty Co.

HELLS BELLS . . . $67.50
F. O. B. Chicago
Latest Pay-Out Creation
Extra Slot, $5.00 Add.

REBOUND SR. . . . $51.75
Jr. . $41.85
Calif. Games Co.

PUT-N-TAKE . . . $67.50
F. O. B. Chicago
1 Ball for 5c Play
Real Thrill—Payout

DELIVERIES NOW!!!

USED GAME SPECIALS

CONTACT SRS.	$15.00
CONTACT JRS.	16.50
SIGNALS	25.00
FLEETS	$10.00
MARBLE PARADES	15.00
MAJOR LEAGUES	25.00
SPARK-PLUG	$25.00
21-VENDORS	7.50
DICE GAMES	5.00

WATCH FOR THE NEW MYSTERY TABLE
First Showing on Our Floor February 12th

SLOT MACHINE SPECIALS

Subject to Prior Sale

MILLS SILENT ESCALATORS

WAR EAGLES. This is an exceptionally clean lot of these popular machines. We have them in 5c and 25c Bells $52.50

FRONT VENDERS ESCALATORS, 5c and 10c play, used short time only 49.50

BLUE FRONT MYSTERY BELLS, 25c play only. Brand new games, never been used 75.00

GOLDEN VENDERS MYSTERY, 5c play. Cannot be told from new machines . 67.50

JENNINGS DUCHESSES. Excellent mechanical condition. 1c, 5c and 10c Play 37.50

MILLS, F.O.K., ROCK-OLA POT and RESERVE. High Serial Numbers. 5c Play 25.00

MILLS BELLS, ROCK-OLA POT and RE-

SERVE. 10c and 25c Play 27.50

JENNINGS SIDE VENDORS, ROCK-OLA POT and RESERVE. 5c Play 25.00

Miscellaneous Lot MILLS, JENNINGS, CAILLES. From 12.50

HIGHEST CASH PRICES PAID
FOR MILLS ESCALATORS

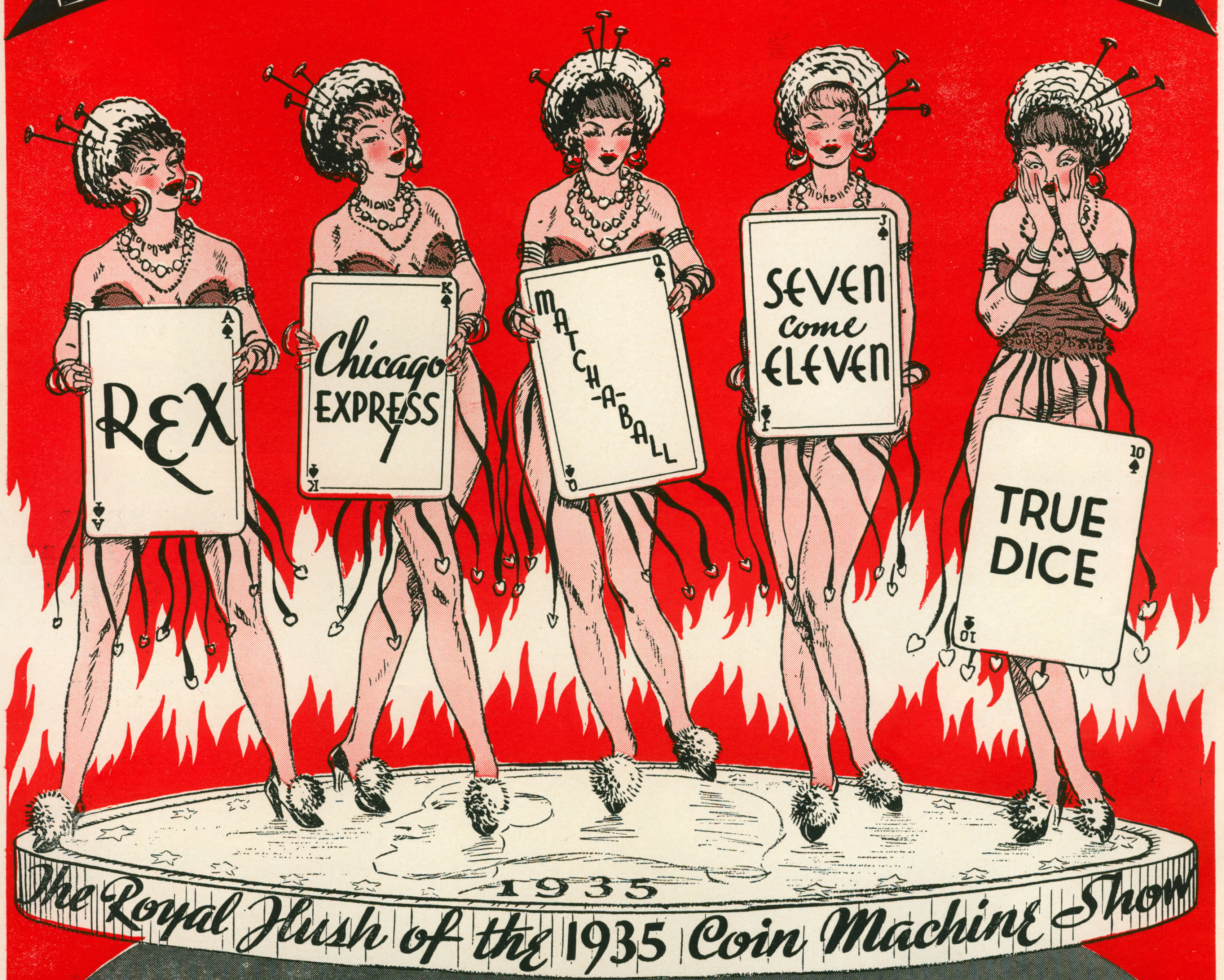
We Maintain a Complete Repair Department for All Types of Slot Machines . . . Minimum Prices Charged for Replacement Parts and Service . . Give us a Trial and be Convinced!

MOHR BROTHERS

2916 W. Pico Street
LOS ANGELES

RE-9470 DISTRIBUTORS AND JOBBERS RO-8924

DAVAL PROUDLY PRESENTS The *Gold Diggers* OF 1935!


REX
Chicago EXPRESS 7
MATCH-A-BALL
SEVEN come ELEVEN
TRUE DICE
1935
The Royal Flush of the 1935 Coin Machine Show

Introducing To The Coin Machine Industry For The First Time . . .
The "NEO-CLASSIC" Cabinet
The 5 Thrilling, *Royal Flush* DAVAL Games Will Be Seen
FOR THE FIRST TIME at Booth Nos. 50-51-52
Hotel Sherman, Chicago Coin Machine Convention
They're ALL "PRECISION BUILT BY DAVAL"

·DAVAL MANUFACTURING CO·

200 *South Peoria St.* *Chicago Ill.*

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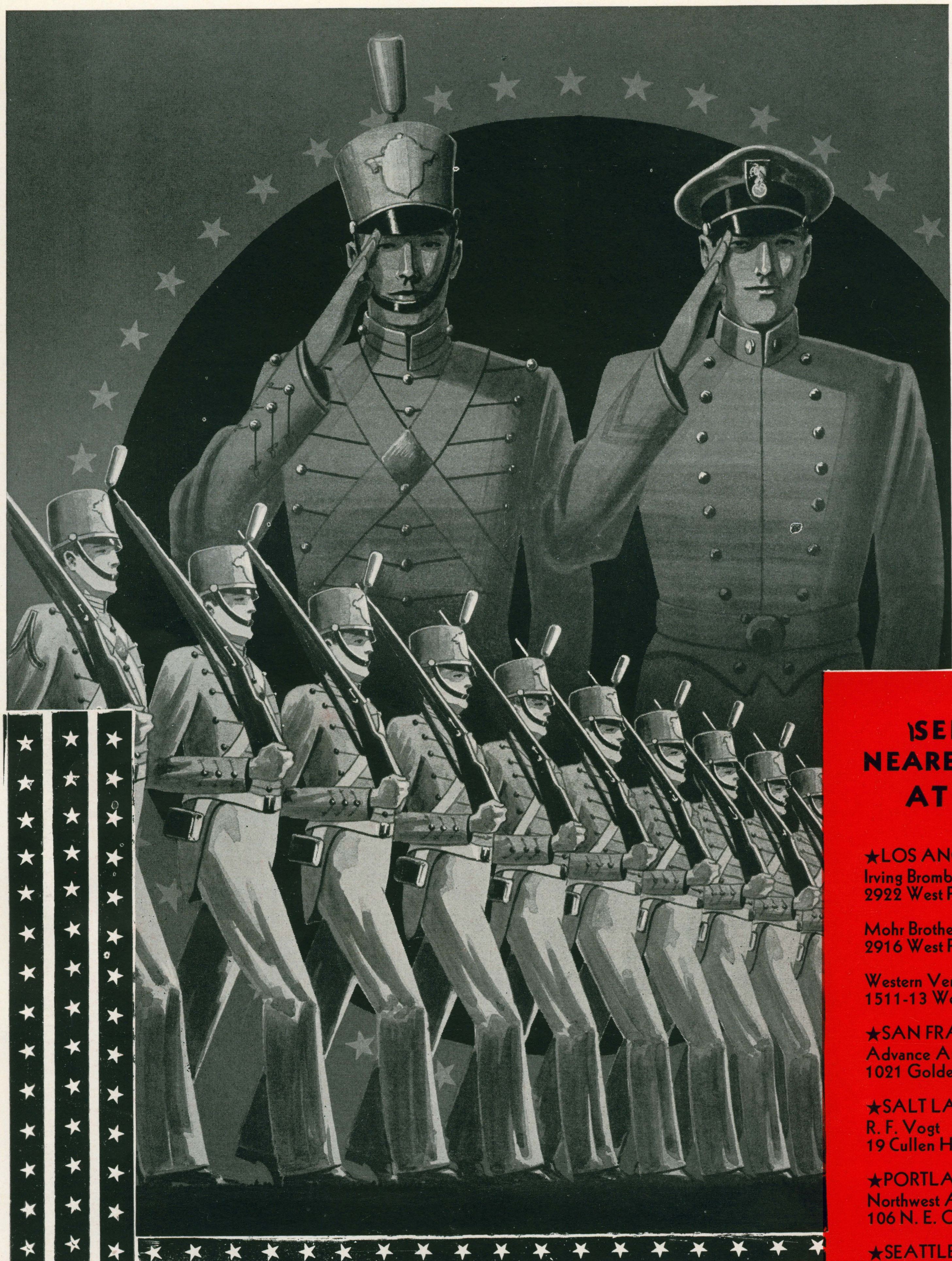


SEE YOUR NEAREST JOBBER AT ONCE!

★LOS ANGELES
Irving Bromberg Company
2922 West Pico Street

Mohr Brothers
2916 West Pico Street

Western Vending Company
1511-13 West Pico Street

★SAN FRANCISCO
Advance Automatic Sales Co.
1021 Golden Gate Avenue

★SALT LAKE CITY
R. F. Vogt
19 Cullen Hotel Building

★PORTLAND
Northwest Amusement Company
106 N. E. Oregon Street

★SEATTLE
Western Distributors, Inc.
3126 Elliott Avenue

CANADA
★VANCOUVER, B. C.
Dominion Specialty Company
519 Burrard Street

★ARMY AND NAVY★

...with the **"TWO TEAM"** *feature !!!*

It's the most sparkling of all Rock-Ola winners. So get yours now. Be first this time and make sure of the biggest share of the profits.

ROCK-OLA
617 to 631 WEST JACKSON

ALUTE...!

to Rock-Ola's New Winner

the ARMY and NAVY!

★ The coin machine world is saluting Rock-Ola's *new* ARMY and NAVY game. Saluting its beauty . . . play-appeal . . . and earning-power.

What is more, at the present time, operators are saluting the greatest of all ARMY and NAVY features: its *mechanical dependability.*

Rock-Ola engineers, with their genius for mechanical things, have perfected and produced a masterpiece. A game that works right 24 hours a day. A game that is smooth and sure. A game that you can put on locations with ease of mind and depend on it 100 per cent.

And now that production is being stepped-up, hundreds and thousands of ARMY and NAVY games are moving into locations all along the West Coast. So be sure to save your best spots. Cover them now with ARMY and NAVY games. Act on the facts and let ARMY and NAVY deliver the richest, biggest profits you ever saw in your life!

★ *Convention News* ★

This year, as last, Rock-Ola is sure to steal the show. Sure to take the lead with its new multi-selective phonograph, its new GOLD RUSH game, its new FLASH machine, the new model HOLD and DRAW, and the new ARMY and NAVY game! Be sure to see these products at Rock-Ola's booths. But if you do not come to Chicago, be sure to write and get the facts. Lead the field yourself with Rock-Ola products!

RMC

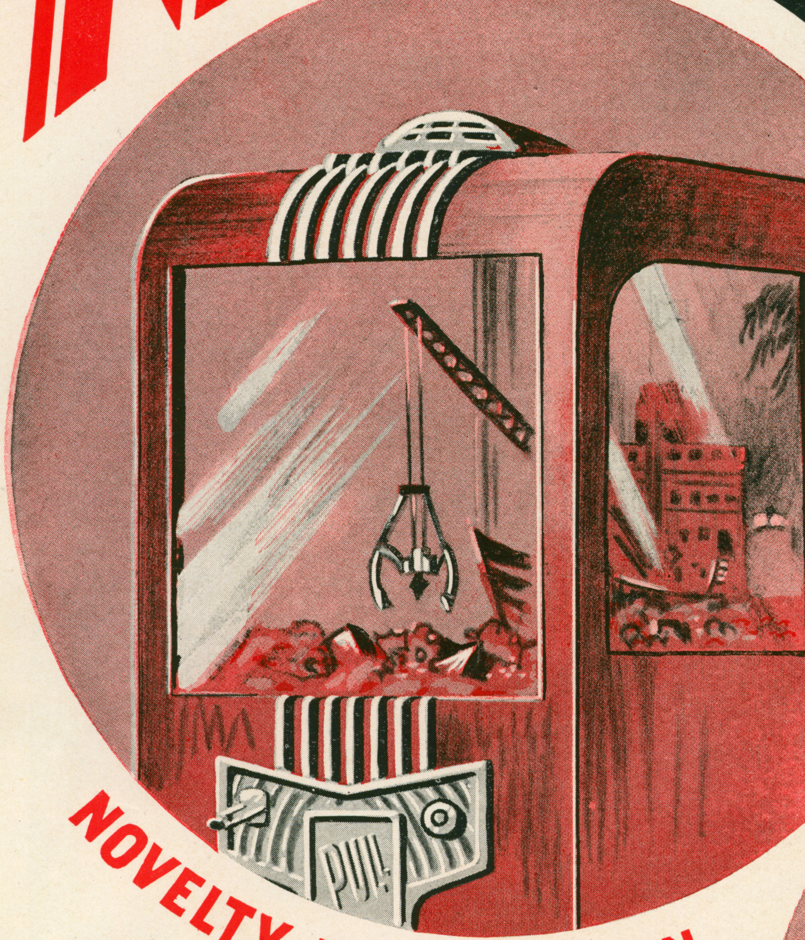
MANUFACTURING CORPORATION

BOULEVARD ◆ ◆ ◆ ◆ ◆ CHICAGO, ILLINOIS, U. S. A.

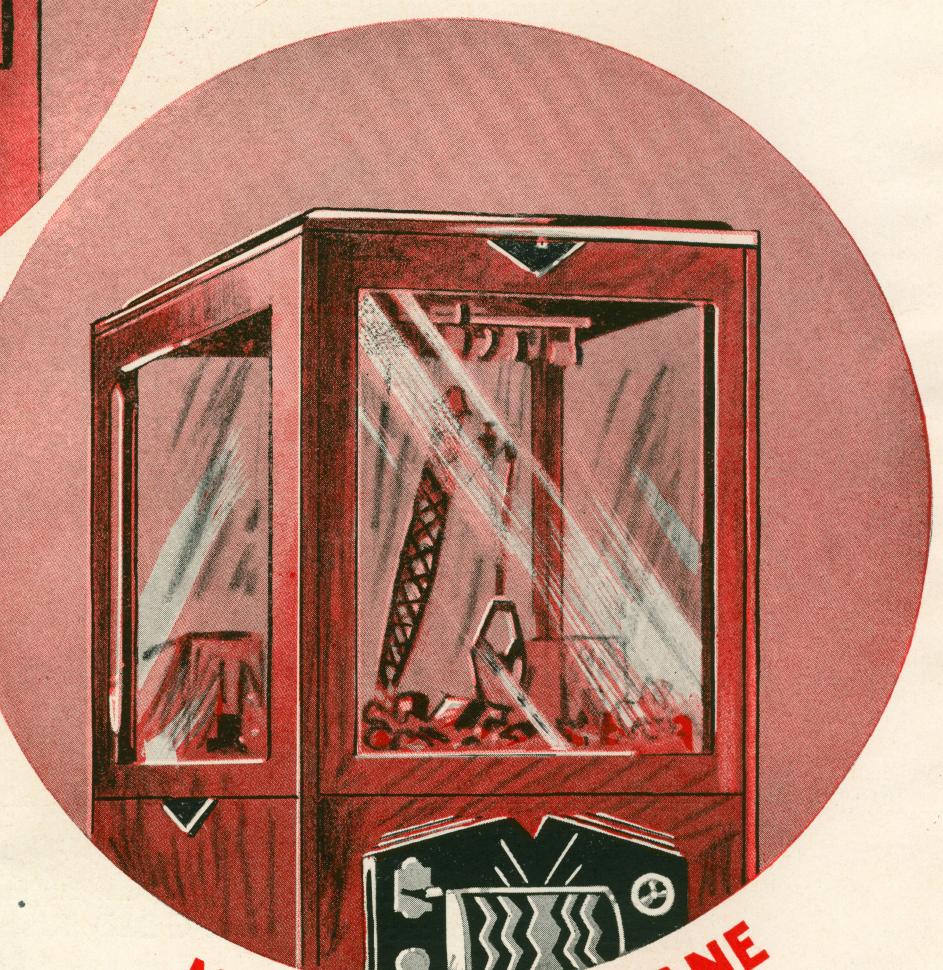
NOW only TWO legally patented DIGGERS

EXHIBIT TRIUMPHS IN PATENT CASE

Now all Digger purchasers are assured protection in the U. S. A. and most foreign countries from price cutting and Diggers of inferior manufacture.



NOVELTY MERCHANTMAN



MUTOSCOPE CRANE

Exhibit and International Diggers now the only patent protected and proven profitable Diggers. Pioneer firms now licensed under identical patents here and abroad. Originator of Digger wins protection fought for years.

Exhibit and International to prosecute any and all infringers guaranteeing purchasers of high grade equipment protection from cheap imitations.

Greatest patent case of coin machine industry --establishes precedent for responsible manufacturers to protect themselves from copying.

Remember--Why take chances on inferior makes of Diggers subject to patent infringement suit--Buy protected and profitable Diggers from:

EXHIBIT SUPPLY CO.

4222-30 W. Lake Street, Chicago, Ill.

Manufacturers of
"NOVELTY MERCHANTMAN"

INTERNATIONAL MUTOSCOPE
REEL CO., Inc.

516-22 W. 34th Street, New York City
Manufacturers of "TRAVELING CRANE"

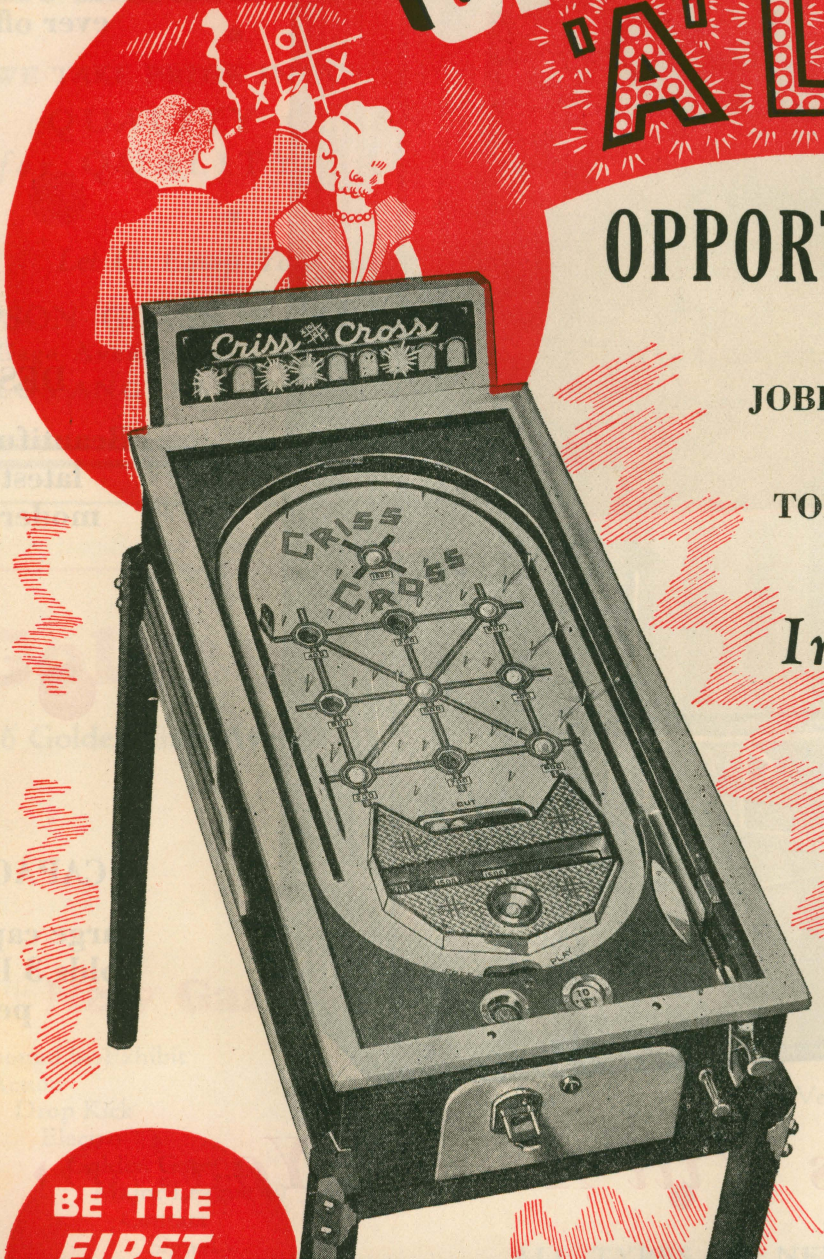
SEE OUR EXHIBITS AT THE COIN MACHINE EXPOSITION FEB'Y 18th, 19th, 20th, 21st, 1935

JOBBERS! DISTRIBUTORS!

Attention—Territories OPEN

for

CRISS CROSS 'A' LITE



OPPORTUNITY

FOR
JOBBERS & DISTRIBUTORS
TO BECOME
TOP-NOTCHERS WITH A
SURE WINNER

In These States:

OREGON	TEXAS
IDAHO	NEW MEXICO
UTAH	WYOMING

COLORADO
SOUTH DAKOTA
NEBRASKA
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WRITE OR WIRE
today for proposition
DIRECT TO

BE THE *FIRST* WITH THE *LATEST*

GENCO, INC.

2625 N. ASHLAND AVE. • CHICAGO

TIE IN WITH A PROVEN WINNER!

MODERNE PEANUT VENDOR

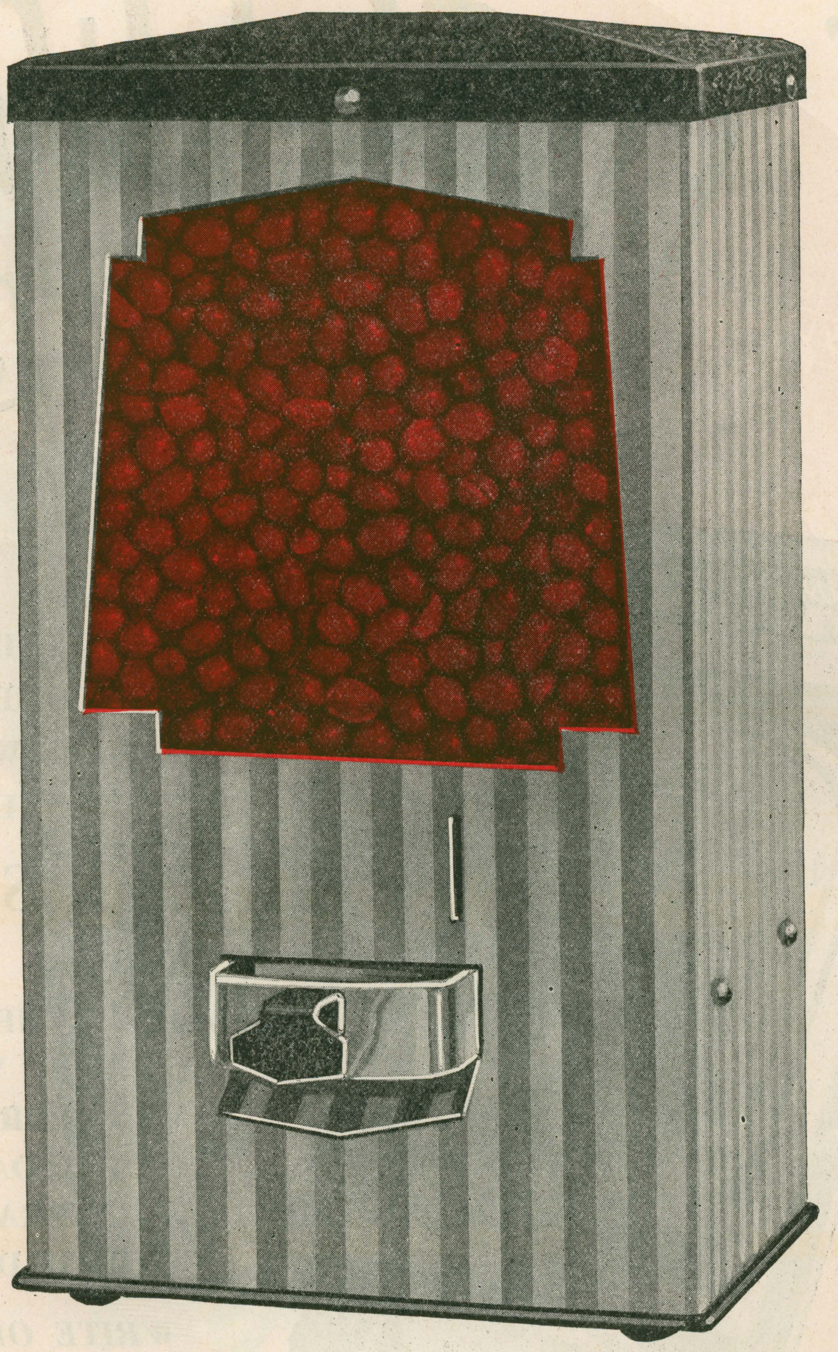
Place One In Each Booth . . . Opens America's Largest and Most Profitable Field . . . Pays For Itself In a Few Weeks

BEAUTY!

New Satin Stripe
Chromium
Finish

LOW PRICE!

Lowest price high
grade vendor
ever offered



PRACTICAL!

Can be fastened
without brackets
to table or wall.

DESIGN!

Beautiful and
latest ultra
modernistic

SIZE!

Small, Compact
5½″ Wide
4″ Deep 10″ High

CAPACITY!

Large capacity
holds 3 lbs. of
peanuts

‹‹‹ *The Profits Will Amaze You!* ›››

ATTENTION! **RUSH $3.75 M. O. FOR SAMPLE TODAY**
Complete Details and Free Peanuts With Machine

A. M. WALZER CO. 316 *8th Avenue, South* **MINNEAPOLIS, MINN.**

Gottlieb to Have Surprise

CHICAGO—Visitors to the Coin Machine Manufacturers' Show at Hotel Sherman last year can well remember the furor caused at the Gottlieb booths when Register made its bow to the trade. The year before, Big Broadcast with the then new ball trap innovation, was the talk of the show.

When Dave Gottlieb was asked what he intended doing for this year's show, he answered with a wink, "Just wait and see! I am not going to reveal an inkling of the tricks we have up our sleeve, but when the curtain goes up on February 18th, the trade will see something startling new. Our plant here is working at top speed to get things ready for the opening. I want to take this opportunity to welcome visiting operators to make our booths 3, 4 and our hotel rooms their headquarters during the convention."

Allied Amusement Co. selects the BEST . . .

LIBBEY-OWENS-FORD
GLASS
used exclusively in equipping
BARREL ROLL

•

WE TAKE PRIDE IN SUPPLYING
QUALITY GLASS
for QUALITY GAMES

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Let Us Equip Your Game

THOMPSON GLASS & PAINT COMPANY
702 East Gage Avenue Phone THornwall 1164
LOS ANGELES, CALIFORNIA

L. A. Operator to Spend $30,000 at Chicago Show

LOS ANGELES—Prepare your best sales talks boys for a Los Angeles operator, with $30,000 in his pocket, is planning on attending the Chicago show to purchase new equipment.

The operator is Frank Kozinsky of the Consolidated Novelty Company which operates more than 750 pieces of equipment in Los Angeles and Southern California. Kozinsky is planning on adding routes of travelling cranes, slots and automatic phonographs, as well as pin games, to their extensive coverage and will be on the lookout for new numbers while attending the Chicago show.

•

Wolcher Flies to Chicago Show

SAN FRANCISCO—Lou Wolcher, head of the Advance Automatic Sales Company, leaves here February 16th by air to attend the annual coin machine convention and exhibit opening at the Sherman hotel in Chicago February 18th.

From Chicago Wolcher will fly to New York, Boston, back to Chicago, and thence to his Seattle office, making the entire trip in two weeks time.

"The tremendous activity in our business at the present time will not allow my being away longer than two weeks," says Lou.

•

Uncle and niece stood watching the young people dancing about them.

"I bet you never saw any dancing like this back in the nineties, eh Uncle?"

"Once—but the place was raided."

They Stand in Line to Get Chance to Play
CHEVRON
They Stand in Line to Get Chance to Play

ACTIONS TO BURN

CHICAGO—Somebody thought Bally had Actions to burn when the freight warehouse of the Acme Fast Freight burned to the ground last month destroying a full carload of Actions consigned to John Fitzgibbons in New York.

Two hundred and fifty games comprised the shipment . . . all fully covered by insurance.

According to bystanders the incident makes Action the hottest game of the year.

X-Cavator to Be At Show

CHICAGO—W. W. Woollen, salesmanager of the Ad-Lee Company, announces that X-CAVATOR, the counter-model crane built like an actual heavy duty crane, will be on display at the coin machine show in booth number 54.

The X-CAVATOR weighs only 75 pounds, with over-all dimensions of 27" x 16" x 15½". The crane is electrically operated with an operating radius of 10 inches.

•

"My husband gets up in time for the health exercises on the radio every morning."

"I didn't know he took them."

"He doesn't, but the girl in the apartment across the court does."

Golden Gate Novelty Company

116 Golden Gate Avenue BERT WALLIS San Francisco, California

Complete Stock of all the Latest
Games New and Used, Parts,
Supplies, Eveready Batteries

BEST PRICES AND SERVICE IN TOWN

New Games

Rebound by Exhibit
Action
Drop Kick
Electro
Golden Gate
Major League 40" and 44"
Contact
Signal
All Bally Games
Majic Beer Barrel
Mills QT Table
Jennings Football

Counter Games

Select 'Em
Spark Plug
Booster
21 Venders
Dice-O-Matic

Used Games

American Beauty
Klix
Jr. Contact, Sr., Master
Forward Pass
Major League 40" and 44"
World's Series
Jig Saw
Fleet
Lightning
Golden Gate
Kicker

•

ALL TYPES OF NEW
AND USED SLOT
MACHINES AND SCALES

Try Us Once and Be Convinced

Golden Gate Novelty Company

116 Golden Gate Avenue Ordway 4341—4342 San Francisco, California

Financing the Operator

By
PAUL W. BLACKFORD

(EDITOR'S NOTE—The following article by the editor of THE REVIEW, was first printed in the January 5th issue of *The Billboard* and is reprinted here by request.)

EVERY jobbing firm entering the coin-machine business is sooner or later confronted with the problem of extending credit to operators or refusing to sell on credit. Arguments can be presented for and against the sale of games on time, but one fact must always be borne in mind—the coin-machine business is different than any other line of business. Its products are not of the type to be used for months and years to come, such as automobiles, radios, washing machines, electric refrigerators, furniture and a million other things sold on credit. Marble games vary in their length of service. Some are old and dead within a few weeks, while others will prove to be profit makers for months and months.

It is true a jobber cannot establish a credit policy based on the life expectancy of the various types of games, nor can he afford to defer payments over a period of months hoping against hope that the games sold on such a contract will be paid for eventually by the operator.

On the West Coast the jobbers have had an excellent dose of credit diabolic. Leaping from a purely cash basis almost over night into a credit business, 90 per cent of the jobbers are sick of the change in policies, and while the temporary plunge into credit sales has resulted in boosting their total sales, still they find it has not resulted in a like boosting of their bank balances. In other words, the West Coast operators, that is to say a majority of them, are operating on borrowed money or using jobbers' finances to keep themselves in business.

A purely competitive condition forced the Los Angeles jobbers into credit selling. The first heavy extension of credit was made by a jobber who received his games from an Eastern factory on credit. Loaded down with a heavy number of games every time the factory brought out a new number, he saw an opportunity to get these games out of his warehouse and into use by passing them on to operators also on a credit basis. So, to start with, this jobber did not have any money tied up in credit sales but instead was using the credit extended him by the factory and allotting the games out on time payments. The plan resulted in his selling hundreds of games he otherwise would not have been able to sell.

His movements and methods were closely studied and watched by jobbers thruout the West, and as a result the industry soon found every jobber of any consequence extending liberal credit to operators on all types of games and equipment.

The plunge was made, business flourished, sales mounted sky high and the word went out that the West Coast was truly the second greatest sales center for coin machines in the United States.

But the modern Utopia was not destined to last long. The jobbers gave credit selling a thorough try. Some of them are continuing to sell on credit, while others are reducing the number of accounts carried, some refusing a new credit account and some clearing their books preparatory to going back on a cash sales basis.

A survey of these various jobbers who flourished for a spell on credit brings forth some interesting stories of credit experience. For the main part operators are good credit risks. As in all lines of credit selling, there are a few whose main purpose is to defraud, but the larger portion are honest and upright men who see in credit buying an opportunity to enlarge their routes and stay in business. However, others will tell you that operators are good risks but that payments are invariably never made on due dates and sometimes run two, three and four weeks behind. Another jobber who had a sour dose will tell you he has worn out his new car and used up hundreds of gallons of gasoline in an effort to keep operators' payments to date.

Here are some instances of what has happened on the sale of games through credit. An operator who owed jobber A in Los Angeles a considerable sum of money traded in some of the games he had purchased on credit to jobber B before they had been paid for. In trading in the games to B he did so as a down payment on the purchase of more games on credit from jobber B. Because of the large amount he owed jobber A he would not give this additional business to jobber A in fear he would not be allowed additional credit, and so to keep his spots he traded in mortgaged games as a down payment to get new games from a competitive jobber. Through this credit sale jobber A lost his operator's future business. Jobber B traced the games he received on the trade, and now, with the matter straightened out, the operator buys from neither of the two jobbers.

PAUL W. BLACKFORD is a native of Wisconsin. Graduated from State grade and high school and then took up business administration in college. First position with Franklin Garden Auditorium, Janesville, Wis., later becoming assistant manager. Then joined Saxe Theatrical Enterprises, which operated three theaters. Went to California in 1930 as vocational counselor for Woodbury College, traveled most of State speaking to high-school seniors. He resigned to accept similar position with the San Joaquin College System at Fresno, Calif. Joined The Billboard staff in 1932. Founded The Pacific Coin Machine Review in 1933 and is editor and publisher of same. He resides in Los Angeles.

Both jobbers console themselves with the thought that this fellow's shady business methods and heavy credit buying will result in his sinking in the quagmire soon and leaving his credit jobber hold the bag.

Another example of how credit boosts the sale of games is to be found in a present order for 85 new games a Coast jobber now has with a Coast factory. Questioned on the matter, the jobber stated that only 30 of these 85 games will be sold for cash. The balance will be sold on time payments. He claims that if he did not extend credit the 55 games would probably not be sold at all and hence the manufacturer loses the sale as well as the jobber. Yet on the other hand, if this operator takes these games, places them on location, collects regularly and pays the jobber in full he will find, in most cases, at the end of 10 weeks the game has died on location and hence his only chance of realizing a profit on its operation will be to turn it in on a down payment on another batch of credit stuff. There are jobbers on the Coast who would no doubt allow him half of his original costs on the games as down payment on more expensive equipment. Thus the operator finds himself being paid for his work and efforts with credit on additional purchases that throw him right back in debt again.

Selling on credit is a hindrance rather than a help. The Coast's largest credit jobber will state that to stabilize the business it will have to revert back to a cash basis. The extending of credit encourages people with limited finances to take a try at the business of operating. It intensifies the local fields and makes conditions so competitive that all operators suffer. Those not making anything on their games become disgruntled and quit. The industry loses them sooner or later. The question then resolves itself into whether or not it is wise, for the sake of the sale of a few games, to extend credit to newcomers, multiply the competition of your own credit customers and lessen their chances of making payments regularly or discourage the newcomers who seek games on credit and keep the condition as rosy as possible.

In gathering thoughts and ideas for this article I was cited an instance where an operator took 10 games out on credit without paying a dime down payment and promised the jobber he would have $150 ready for him within 24 hours. The operator went across town to another jobber and sold two of his 10 games, at a discount, to get the $150 to take back to the first jobber as an evidence of good faith and fool him into believing he was making the down payment out of his own capital

On the other hand, those proponents of credit will present favorable arguments but they are few in number. One Los Angeles jobber who specializes in the sale of games on liberal terms says it is a dandy way to get 10 per cent on your money in 10 weeks. He will give an operator 20 games upon a cash payment for five. The balance, plus 10 per cent, is deferred over a period of 10 weeks, which is the most liberal on the Coast. Most sales are made on a five-week contract. Ask him why he does this and here's what he'll say: "These operators are my friends. If I do not extend them credit and allow them 10 weeks to pay they would lose their locations. They must have new equipment constantly to keep their spots, and I am befriending them and at the same time realizing a fair interest on my investment."

Another jobber goes on record as definitely opposing the sale of games on credit, yet in the same breath he will tell you that he has operators on his books who owe him $1400. He also states he positively will not open up any more credit accounts, but those he already has he will, of necessity, continue to sell on time. In his year of selling on credit he claims he has had only two accounts wherein he was unable to collect in full.

The problem today on the Coast resolves itself into the question of whether or not credit sales should be completely discouraged and eliminated as far as possible and place the sale of games on a strictly cash basis or continue on a credit policy with certain reforms made. If credit selling is to continue, jobbers will have to find some way to identify their games in a better manner and prevent the sale of mortgaged goods. It is safe to say that the majority of the jobbers are in favor of calling it a day and going on as complete a cash sale basis as possible. But with 60 per cent of the 600 operators in metropolitan Los Angeles buying their games on credit it is a question and a problem that demands careful consideration and united effort to decide either pro or con.

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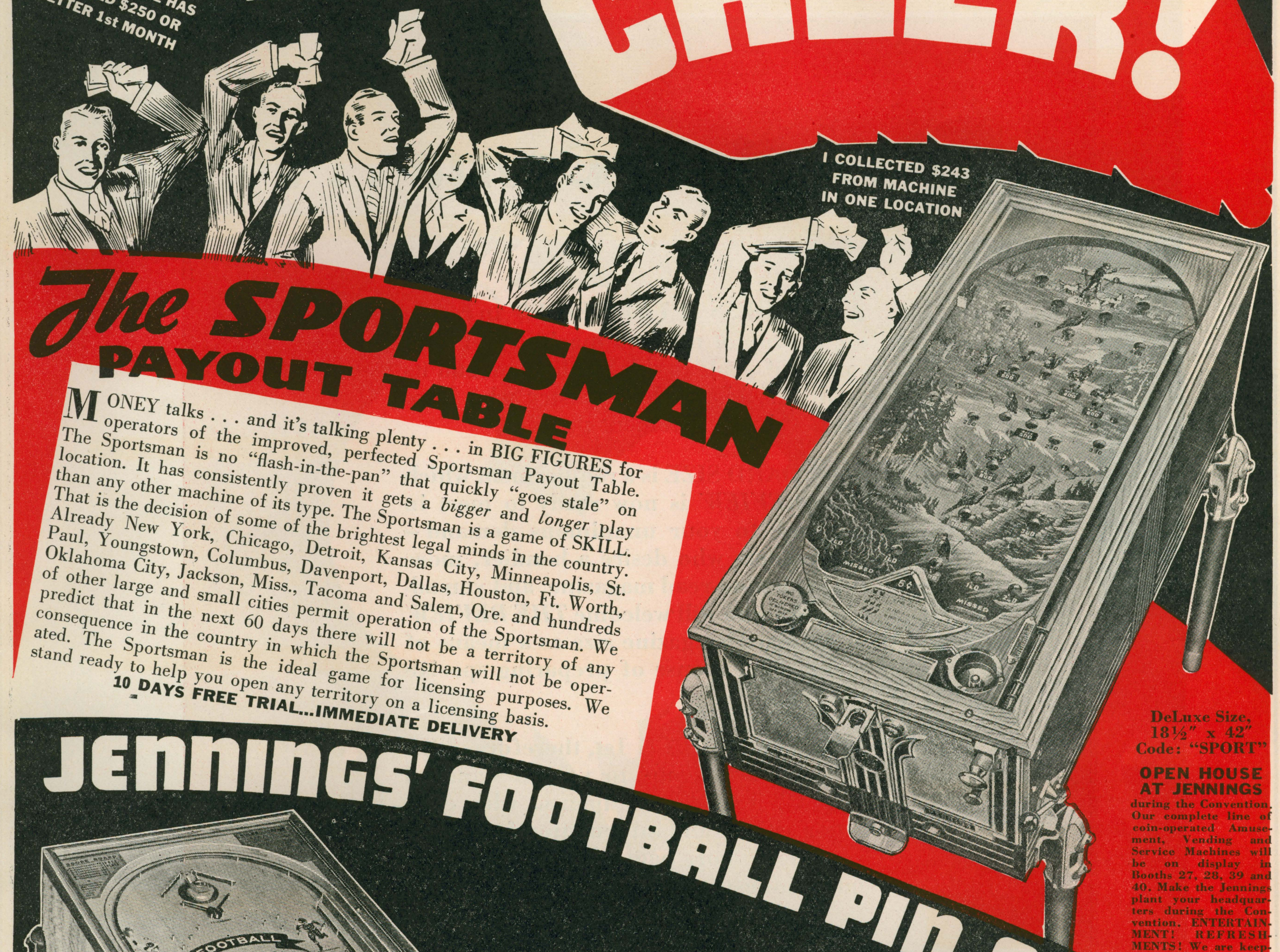

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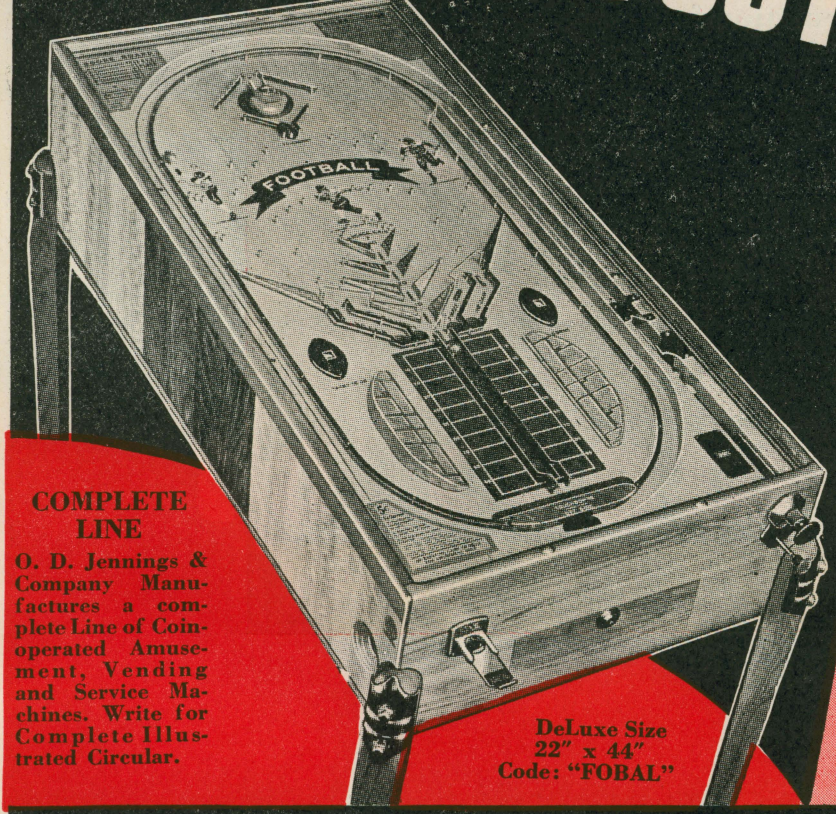

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STARTING MARCH 1st, therefore, *THE REVIEW* will come to you in standard size, 12 inches by 9 inches, with even better articles and information for operators, many more pages of news about the entire industry.

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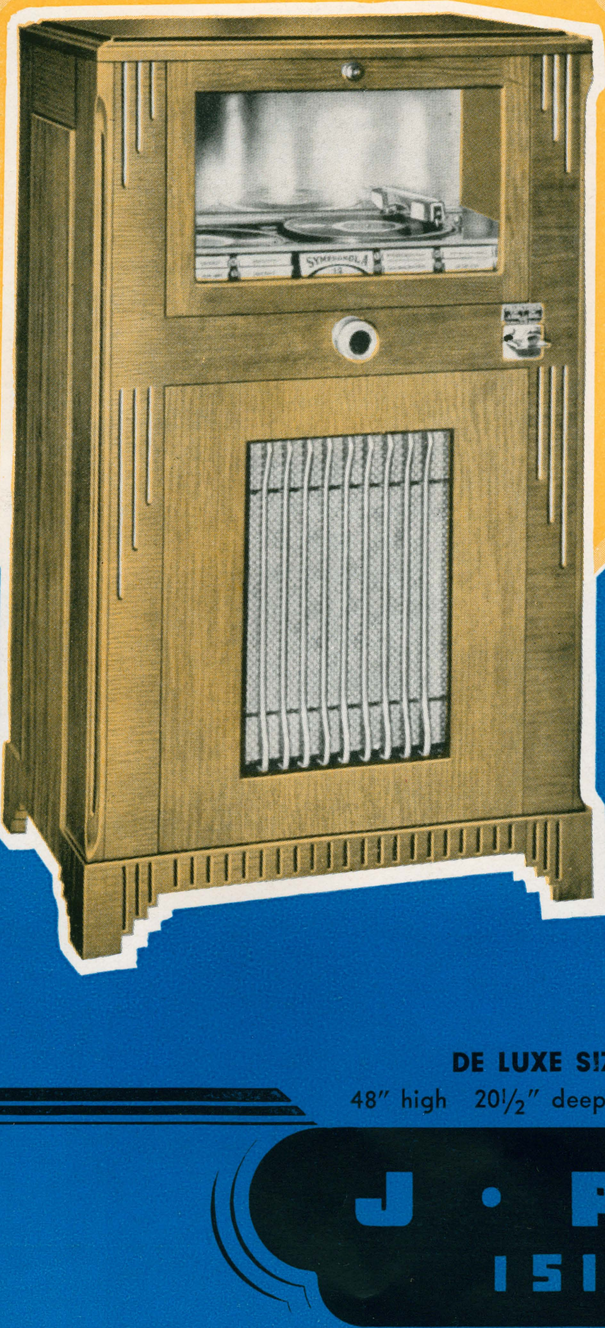

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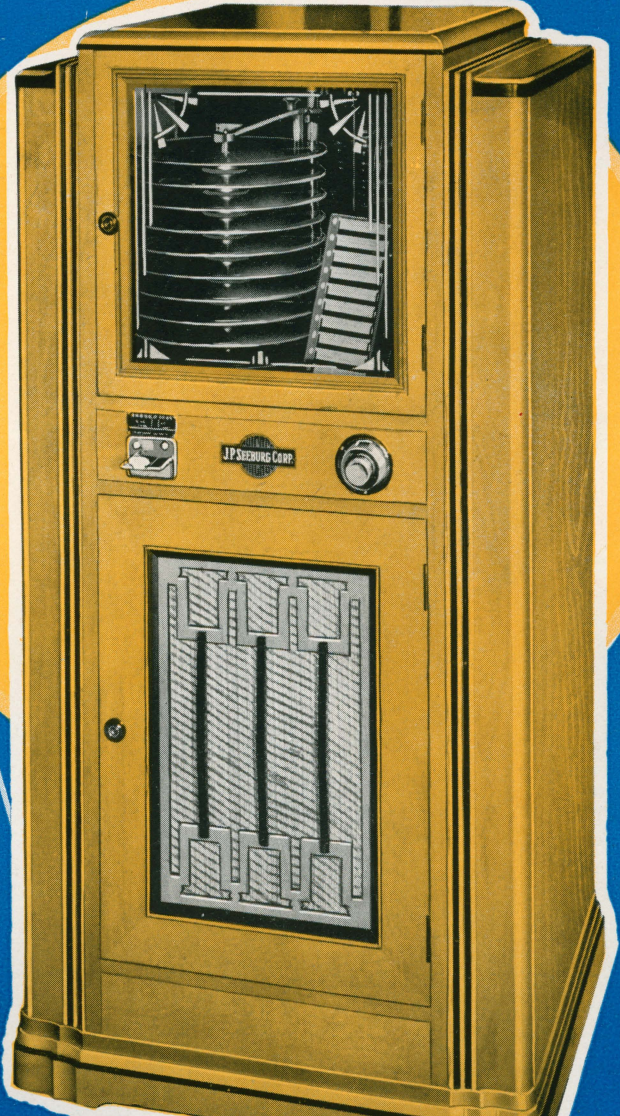

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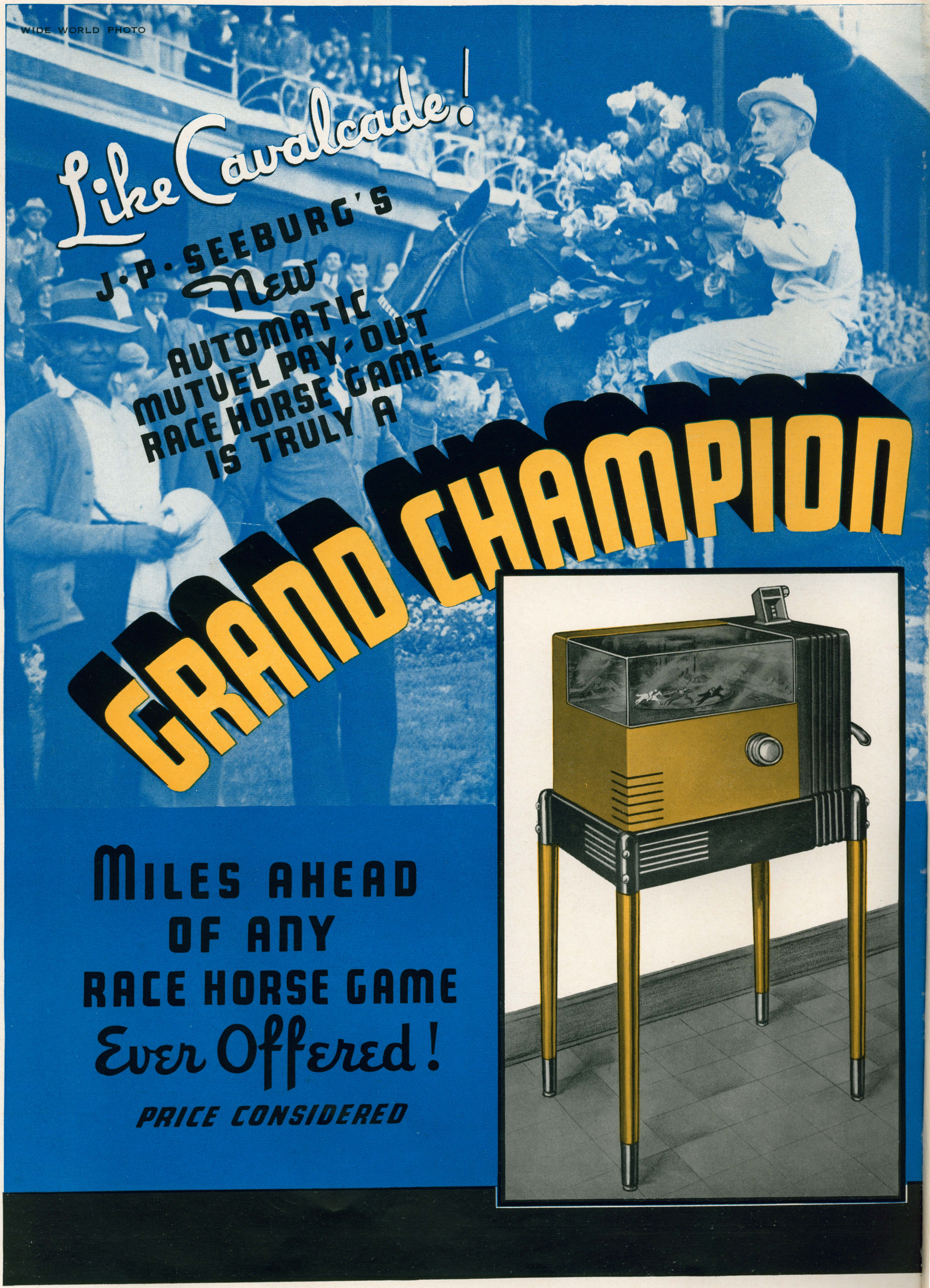
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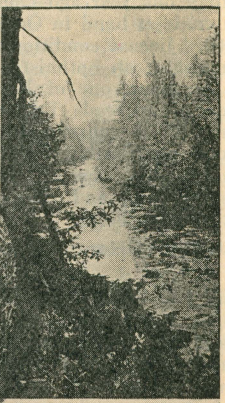
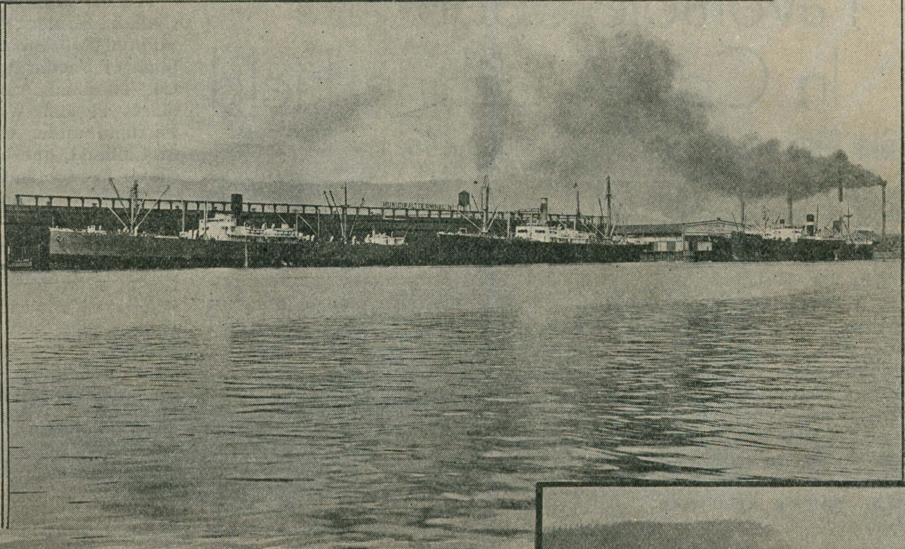
Oregon Outpost of the Old Frontier

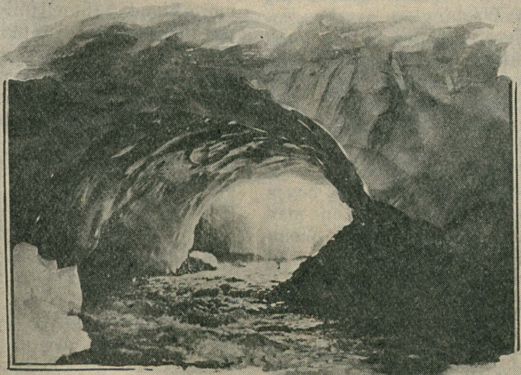
View of Portland Showing Mount Hood 60 Miles Distant

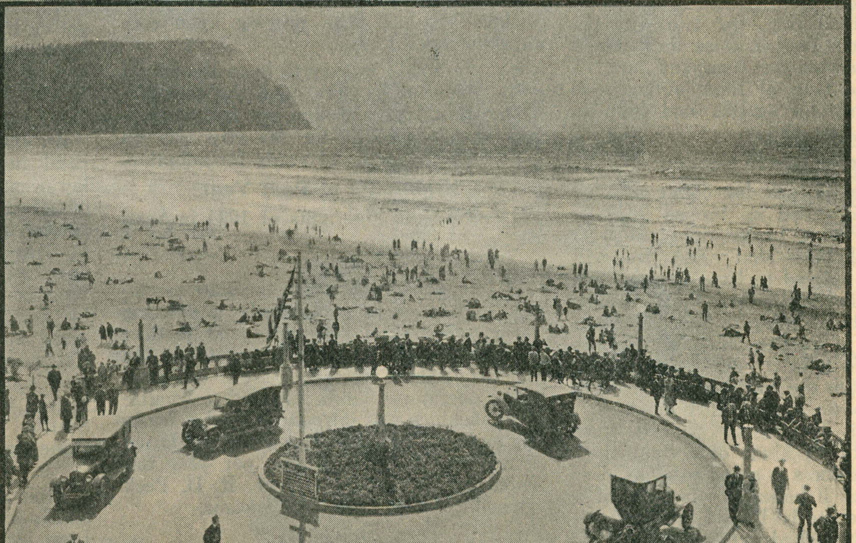
Caught in the McKenzie River


The McKenzie is One of Many Fishing Streams

Winter's Cloak on the Slope of Mount Hood


Port of Portland, with its 29 Miles of Harbor Frontage


Beneath One of Mount Hood's Glaciers


End of the Oregon Trail --- Seaside, Oregon

THE CITY OF ROSES bids a cheery greeting to its friends of the coin machine industry.

FASTEST GROWING amusement center in the West we are, as the accompanying story tells you.

Past Year Good and Future Looks Bright For Coin Machine Business in Portland

RIDING along with good general business conditions which prevailed in the Northwest during 1934, Portland coin machine men completed the year to their satisfaction and that of the public. The future outlook for coin-controlled devices is very good as far as business goes—much better than one year ago—but there is definitely a crisis at hand in Oregon because of unsettled license conditions.

That is the gist of an optimistic report from Don S. Armitage, one of Portland's leading operators, and leads THE REVIEW to believe that with the advent of jobbers and distributors into Portland during the past year the situation soon will be right for favorable operating and subsequently for marketing new machines.

Crisis at Hand

"I venture to say that, in Oregon at least, the crisis is at hand on the future of marble games," writes Mr. Armitage. "The City of Portland has had for the past two years an operator's license of $100 and a machine license of $5, the latter being transferrable from one machine to another as occasion demanded.

"This year nothing definite has been decided upon as yet. The commissioner of finance drew up an ordinance, preparatory to sending to the city council, that provided a license fee of $500 for an operator and $10 for each game, both being non-transferable. This created a stir among operators and although we have no organization here we appointed a committee to meet with the councilmen and to protest the proposed license. We were successful inasmuch as now we do not know what the license is to be and neither can we get any information from the council.

"It is our idea that the city 'Dads' are waiting to see what the state legislature (which has just met) will do about a proposed state tax on these devices, or whether the state will decide that they are not taxable and therefore illegal. (Last night's paper stated that an opinion handed down from the attorney general's office was that they could not be taxed and were therefore illegal.)

"Leaving licenses, the most important highlight here is the undisputable fact that all the operating-manufacturers at some time during 1934 ceased one part of their efforts and that part was the manufacturing. They are now operators with the possible exception of a few who still try to do a little futile copying. To my knowledge there is not one new game being made here in Portland at this time.

"Nineteen-thirty-four saw two distributors make themselves at home in Portland—National Amusement Company and Al Gustafson, and both of these outfits have given us wonderful service and help in selecting the new games.

"Master Mind" Needed

"The future outlook for coin-controlled devices is very good as far as business goes. In fact it is better than one year ago, but I believe that what we will eventually be obliged to have is some sort of a master mind or another 'Judge Landis' or someone who is going to be able to put this business up to the authorities in the right light and take it out of the 'racket' class—show it to the world as a legitimate business the same as any other business.

"Until this is done we are going to have to put up with all kinds of petty bickering and the business is going to sink lower and lower until it becomes some sort of a political football to be kicked this way and that and finally kicked out entirely."

License fees for 1935 in effect near Portland include:

Salem, $24 per year, machine licensed in location and cannot be changed from that location.

McMinnville, $25 operator's license and $24 per year for each machine, non-transferable.

Longview, $24 per year for each machine, non-transferable.

Carleton, $24 per year for each machine, non-transferable.

Automatic payout games are not allowed anywhere except Salem. One popular game is a sensation but is not allowed to operate in Portland because of the license department's ruling that it is not a game of skill.

Highlights of Past Year

Here is a summary of the highlights of 1934 in the Portland coin machine business:

January

Portland operators were expecting a pick-up in business with the decrease in the number of dart games here; even the most expensive dart layouts were beginning to disappear. The advent of beer was having a good effect on the coin machine trade. Mauel Schnitzer, Iron Claw operator of Portland, reported that business was better since the arrival of beer. Larry Cummings arrived from Seattle, where he was negotiating for the purchase of a peanut machine route. "Jock" Baird was convalescing from neuritis.

February

Operators and other coin machine men of Portland were planning to attend the coast show at Los Angeles, taking advantage of a special round-trip rate of $19.50 by rail. Earl & Koehler Mfg. Co. started full production on two new pin tables; the firm was the only one in Portland manufacturing games from the raw material to the finished product and its plant was complete with woodworking, machine, finishing, assembling and shipping departments.

March

Portland was well represented at the Pacific Coast coin machine show at Los Angeles and the boys were highly enthusiastic over the show and their reception in Los Angeles.

April

The coast show was having a good effect on Portland business.

The North West Amusement Co. had two booths at the show, exhibiting their new five-foot tables. Joe Hern was in charge of the Superior Amusement Co. booth, in which the five-foot table games also were on display.

May

A Portland operator wrote to THE REVIEW that there were no distributors for coin machines in Portland. He said that the Portland operators would welcome the presence of distributors so that they could select new models without the trouble of sending out for sample machines or going to San Francisco or Seattle to inspect the wares on display there.

June

Good business conditions prevailed in Portland and throughout the Northwest. Mr. Lang, representative of the Gardner Co., reported there was a good demand throughout the nation for punchboards and his company now had a Seattle branch.

World Series temporarily demoralized the pin game business in Portland because all locations were demanding the new game and one company ordered 200 of the popular new machines. Jack Moore of San Francisco was a Portland visitor. There was a move on the part of some operators to buy 100 per cent rights to their locations, some paying $50 for the privilege. Counter games were quiet, a sign of election year. Superior was doing a big business turning out the K. O. five-foot tables, reported Manager Joe Hern. Justice Bean reversed the county circuit court decision in a case brought by R. H. Enloe to restrain Portland police from seizing and destroying slot machines. Western Novelty Co. was building new games.

July

Charles F. Eckelman took charge of Jantzen Beach in Portland. Mr. Graves of the North West Amusement Co., after visiting throughout the Northwest, reported Lightning in big demand. Superior Amusement Co. announced the opening of a jobbing establishment at 828 S. W. Oak Street under the supervision of Joe Hern; K. O. games were being turned out at a two-story daylight factory.

August

Portland operators, reported Don Armitage, were conducting business with assurance under the new city ordinance. But most of the operators didn't want to see illegal games mix in and spoil the field for the legitimate devices.

September

Friends were congratulating Herbert McClellan, former Portland boy, on his appointment as manager of the Los Angeles plant of Pacific Amusement Manufacturing Co. National Amusement Co. established offices at 122 West Morrison Avenue in Portland under the management of J. C. McClelland, one of the partners, to handle Major League and Contact. William Cohen of Los Angeles, visiting here, was highly interested after playing the world's largest pin game at Seaside, Oregon, on a table 8 feet 4 inches by 4 feet 2 inches. Dixie Mfg. Co. of 1306 S. W. 12th Avenue came out with a new reel machine, the Dixie Bell. Al Hauser, 644 S. W. 12th Avenue, was appointed Jennings representative for Oregon after working six years with R. H. Enloe, prominent operator.

October

Bob Allen, Lester Beckman, Cecil Halliman, Irving Goldblatt and Jake Weinstein opened classy new operating offices at 609 S. W. 19th Avenue. Portland placed 52 Major Leagues in one day. Mr. and Mrs. Hugh Hammerly were in town for a visit. There were only 12 operating concerns in business because of the $100 license fee plus $5 on each machine. Portland claimed more blondes than Hollywood and Chicago put together and wanted to prove it to Tom Wall. Slot machines and automatic payouts were banned here. Operating was better with the advent of the National Amusement Co. here and the close of the dog and horse tracks. The SYM Novelty Co., headed by Mr. Schaeffer, purchased the Pacific Amusement Co., jobbing firm, from C. B. McClellan.

November

Al Hauser was doing a good business. Julius Hern and Don Armitage reported doubling their receipts on Major League. Bud Officer and Art Griffiths were manufacturing games as well as operating them. Irving Goldblatt and Jake Weinstein visited Seattle jobbers. Jack Campbell left for Toronto and Chicago to look over the new games. Budge Wright and his wife were on a vacation along the Oregon coast. Al Schneider passed the bar examinations and gave up his plant work at Superior.

December

M. M. Mohr and M. I. Mohr of Mohr Bros. in Los Angeles were here on a trip through Oregon, Washington, Idaho, Utah, Nevada and Arizona. Al Gustafson opened jobbing offices here at 413 S. W. 13th Avenue, carrying the same line as his Seattle headquarters.

Seattle Favorable Spot In Coin Machine Field

SEATTLE—Through organized effort on the part of coin machine men in the Northwest, Seattle and Washington have achieved the passage of legislation that has made this a favorable territory for the operation of coin-controlled amusement and vending devices during the past year and opened the way for a prosperous 1935.

Operators for the most part reported a good showing during 1934 and as a result jobbers and distributors showed enviable sales records. These conditions were brought about by co-operative effort. Early in the year the state legislature passed a bill restricting rural officials to their own precincts and thereby put a stop to a racket that had been preying upon coin machine operators.

Seattle is still waiting to learn the effects of a change of mayors upon the coin machine industry, although at last reports a license ordinance for the city was up before the council and ready for adoption.

Highlights of Past Year

Here are the highlights of 1934 in Seattle:

January

A bill was introduced in the state assembly and passed unanimously restricting racketeering rural constables and justices of the peace to their own precincts. At the time constables were harrassing coin machine operators. A bill intended to legalize slot machines was introduced in the Washington legislature. Bill would have levied a tax of $12 per machine per year but failed to get a majority vote. R. D. Peck opened new showrooms in Tacoma.

February

Operators and jobbers here were planning to take in the Pacific Coast coin machine in Los Angeles, making use of special round-trip rail fares of $21.50 for the event. A newspaper story by an enterprising reporter had the effect of cutting in on a good holiday play for the Seattle operators but things opened up soon again. General business conditions in the entire Northwest were exceptionally good.

March

Seattle coin men planned a special through car to the coast show in Los Angeles. Jack Roberts, T. G. McClanahan and A. W. Roberts of Western Distributors Inc. planned to exhibit three new pin tables at the show. Ken C. Shyvers was among those scheduled to take in the coast show and go on to Chicago for the national convention. Seattle operators were expressing their approval and commendation of the Los Angeles model license ordinance.

April

Western Distributors had two booths at the coast show, exhibiting the five-foot tables of the Northwest Amusement Co. of Portland. Ken Shyvers was reported waltzing Little Morocco around the dance floor at the coast show dinner dance and whispering little nothings in her ear. The show went over big with the Northwest men and all reported having enjoyed the event as well as benefitting by it.

May

An end was brought to the racketeering rural justices in Washington as the new law went into effect, and two of the worst offenders were jailed. Vancouver bell and vender operators were seeking legislation to license slot machines in the city operating on no-value checks and mints. The Western Distributors Inc. offices were hit by fire but most of the machines were saved and insurance covered the loss. Seven slot machines were taken in a one-man raid conducted by Deputy Sheriff Wentworth. Charles L. Smith, mayor-elect of Seattle, promised a clean-up of slot machines in the city when he went into office.

June

After the ill-advised distribution of a poorly-written advertising folder in Spokane by some unrecognized manufacturer, Attorney Donovan of the Amusement Operators Association of Spokane assured city officials the operators had no intention of violating an ordinance drawn to protect them from the outside invasion of cheap and fraudulent devices. Al Gustafson opened a branch of the Exhibit Supply Co. in Seattle to handle business for five Northwestern states and British Columbia. The grand opening was held on the 16th. The newspapers came out with more humorous treatment of slot machines. The situation

(Concluded on opposite page)

Seattle Has Good Year

(Continued from opposite page)

was quiet, but it was rumored that slot machines were coming back in and eastern Washington was open. There was considerable interest here in a Canadian bill to license slot machines. Miss Ruth Cohn reported digger machines were doing well, Fred McKee was doing successfully in distributing the Northwest five-foot tables, and Charles McKee was operating 22 Iron Claws and several pin games.

Western Distributors started a creditable move by donating many old games to the Children's Orthopedic Hospital and many operators also contributed. It served to build up good will for the industry.

July

C. E. Badgley, the Clark Gable of the Coin Machine Industry, was married and forgot for a week where he had parked his car. Ken C. Shyvers of the Shyvers Coin Automatic Co., visiting in Los Angeles, declared that the Western Washington Operators Association was the only one on the West Coast with 100 per cent membership record. Pin games were thriving with slots ruled out in Vancouver. Jack Roberts bought a new Pontiac on his World Series earnings. C. R. Snyder was doing a good business for Mills. Rube Gross & Co. built Double and Redouble. R. F. Schneider of the Pacific Coast Novelty Co. of Vancouver reported business brisk in British Columbia. Tom Williams was a busy operator, while C. W. Johnson was trying to sell his arcade in order to return to operating.

Mr. and Mrs. G. E. Montgomery were building concessions and a summer resort at Marysville. Active in operating were Ralph Wilcoxen of Manchester and C. H. Adams of Aberdeen. All the operators were talking about Al Gustafson's opening party. Herbert Greenholm was a new man in the coin machine field.

August

Advance Automatic Sales Co. opened a Seattle branch at 3222 Western Avenue with Harry Wolcher in charge. Among the operators showing lots of life (and prosperity) were A. G. Cassutt, M. H. Sanders, Jack Abslag, a newcomer; George W. Cook, L. F. Myers and his brother-in-law, Harold Steele of Vancouver; Ray Swing, John Michael, A. Munson, V. A. Nelson, who had 25 new Fleets; K. M. Rader, Ed Braden and H. W. Heath of Mercer Island. Seattle was waiting for Harry Williams' new Signal and Pacific's Major League. Jack Parker of the Canadian Automatic Sales Co. planned to enter the jobbing field in Vancouver. Bill Stead of San Francisco had started operating in Seattle. Mrs. Ray Bennett of La Grande, Oregon, was visiting her brother, Al Gustafson. Times in Seattle were better with the termination of the strike.

September

Spokane operators were working under good conditions and the city was satisfied with the report of License Inspector Ralph Harper that $3000 had been taken in as machine fees. Ken Shyvers was showing new games in New York. General business was good. Biggest news of the month was the merger of the Advance Automatic Sales Co. of San Francisco, Oakland and Seattle and the Western Distributors Inc. of Seattle, making the combine one of the largest distributors in the country. Al Gustafson reported J. Frank Meyer of Exhibit was in Europe. Jack McClelland of National was in Seattle. Earl Heroux gave up his printing business to resume operating. Operators said there were more new games in the past 30 days than in the previous two years. Tacoma operators were reported selling machines to locations. O. A. Donaldson of Los Angeles was in Seattle. Clif Lewis of Los Angeles joined Al Gustafson's staff here.

October

Advance and Western were appointed coast distributors for the Stoner Mfg. Co. Al Gustafson's show rooms were a mecca for operators. Paul Henry, assistant to Sol Gottlieb of Los Angeles, was here on business by way of San Francisco, Portland, Tacoma, Boise and Salt Lake City.

November

Ken C. Shyvers established his second manufacturing plant, in Chicago, for his Cannon Fire game. Mr. and Mrs. Ray Swing were being congratulated as the parents of a seven-pound girl, Fred McKee of Tacoma was doing a good business as factory distributor. Tom Williams said the manufacturers were too slow in devising new games, turning out only three new ones a week. K. M. Rader of Houston was doing well as an operator here. Personnel of Western Distributors in Seattle included Al and Jack Roberts, Dick Potter, Harry Wolcher, Holly Madsen, Ralph Arnold and Miss Beulah Baldwin. A record single order was placed when 1000 Mystery 6 games were consigned by Rube Gross to Advance Automatic Sales Co. Operators were cheered by the city's plans for considering licensing of coin machines.

December

The City Controller's office advised THE REVIEW that the proposed license ordinance, providing for a $25 fee per machine per year, was now before the city council and had a good chance of passing in a few weeks. Lewiston, Idaho, also was planning an ordinance, according to City Clerk John P. Roose Jr. Coin machine life found new tonic in Washington Sportlands, among them Mr. Barlow's new Playland and the first in the city by William Hefter. H. L. Stewart, secretary-treasurer of National, arrived from Los Angeles to supervise the opening of National's branch here at 100 Elliott Avenue West. Vancouver police ruled two machines was the maximum per location, after discovering 6 to 10 games in some places. Homer E. Capehart, general salesmanager and vice-president of the Rudolph Wurlitzer Mfg. Co., arranged for the opening of a new sales office in Seattle at 11233 Phinney Avenue with Fred Fields in charge for the Washington and Oregon territory.

●

Sportland Opens In San Francisco

SAN FRANCISCO—Hallihan & Getz, who opened the first penny arcade here in 1907 and subsequently started the first motion picture house in this city, have returned to their original line of endeavor by opening a new sportland at 1071 Market Street, in the heart of the theatre and shopping district.

The new sportland, which was opened January 5 after two months of remodeling, occupies three floors and its equipment is set off by the latest in lighting and color effects.

The main floor, 33 feet by 160 feet, features pin games, photo gallery, diggers and other machines. In the basement are a long range shooting gallery, skee-ball alleys, baseball game and other attractions, while the mezzanine is given over to reno games where 80 players may be seated at one time.

An amplifying system is hooked up for automatic music and game announcements.

When Hallihan & Getz opened their first penny arcade here in 1907, pennies were not used on the coast and shipment had to be made from the Denver mint. Newspapers recorded the arrival of the pennies.

Several theatres built by Hallihan & Getz are still in operation under different ownership.

●

Judge: "Where is your husband?"

Defendant: "I ain't got no husband. He been dead nigh onto ten years."

Judge: "Are those all your children?"

Defendant: "Yes, suh. Dey's mine."

Judge: "But I thought you said your husband is dead!"

Defendant: "Yes, suh; he's dead, but I ain't."

THE WATCH DOG
OF YOUR CASH BOX
A. B. T.'s New Visible
COIN CHUTE
No. 310
NONE BETTER
PAUL A. LAYMON, Jobber
Quality Coin-Operated Machines
1503 W. Pico St.
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Featuring
TWO WINNERS
by ROCK-OLA

ARMY and NAVY

THE "TWO TEAM" FOOTBALL CLASSIC

In all the annals of pin game accomplishment, there is nothing to match the superb record of the ARMY and NAVY game. It combines mechanical merit with player features such as reversible skill areas, double-reward system, twin-scoring registers and team competition that make it truly the most sparkling of all Rock-Ola winners—**a leader in cashbox profitability.**

●

HOLD and DRAW

AMERICA'S FASTEST MONEY-MAKER

A little game that walks away with a bankroll of profits every time, on any location, that's HOLD and DRAW. Its exclusive feature is giving the player two spins for one coin. It is really five games in one. It takes in $1, $5, $10 and $25 an hour, depending on the coin played, and its Ball Gum vender makes it suitable for locations everywhere. HOLD and DRAW is the biggest little counter game in the field.

$29.50
F.O.B. Chicago

●

WRITE OR WIRE IMMEDIATELY

Advance Automatic Sales Co.
1021-1023 Golden Gate Avenue
SAN FRANCISCO, CAL.

Western Distributors Incorporated
3126-28 Elliott Ave.
SEATTLE, WASHINGTON

JOBBERS OF PROVEN MERCHANDISE

Advance Outgrows Third Location in Four Years

SAN FRANCISCO—The Advance Automatic Sales Company, which has outgrown its quarters three times in four years, has again moved to its new and larger quarters at 1021-23 Golden Gate Avenue, across the street from their former location at 1082 Golden Gate Avenue. In the new quarters the Advance has one of the finest jobbing establishments in America.

Lou Wolcher, head of the firm, describes his new quarters to THE REVIEW and we quote as follows from his letter:

"Here at 1021-1023 Golden Gate Ave., we are the only jobbers on the whole coast, and to the best of my knowledge who occupy an entire building devoted exclusively to the display, sale, and service of coin machines. A rear entrance facilitates receipt and delivery of machines without annoying the salesroom.

"Another feature that I offer to the operators that no other jobber does, is our game room. Here on the upper floor of this property we have a room equipped with a ping pong table, full professional size, and a professional pool table for the exclusive, and free use of the operators. Here they congregate in poor weather, and off days kill a little time playing one another. The only restriction I offer them in this room is that absolutely no dice games or card games be started, and the request that bets on ping pong and pool be merely nominal ones.

"The balcony as shown in the interior photograph will, after it has been properly fixed up, be "five and ten row," meaning that all games that are offered at low closeout prices, such as five or ten dollars each, will be lined up on this balcony from which point they can never come in on trade again here in this office, and are priced specially as a closeout feature for this reason.

"Our shop is completely equipped to handle any kind of repair, being completely equipped with electric buffers, grinders, drill presses, lathes, and a tool inventory which will run in excess of $1500.00.

"Another department which is included in our ground floor layout, but which, unfortunately, did not come through in the picture, is our parts department. Here we can offer springs, rubbers, marbles, contact points, kickers, switches, and every type of part for practicaly every game on the market.

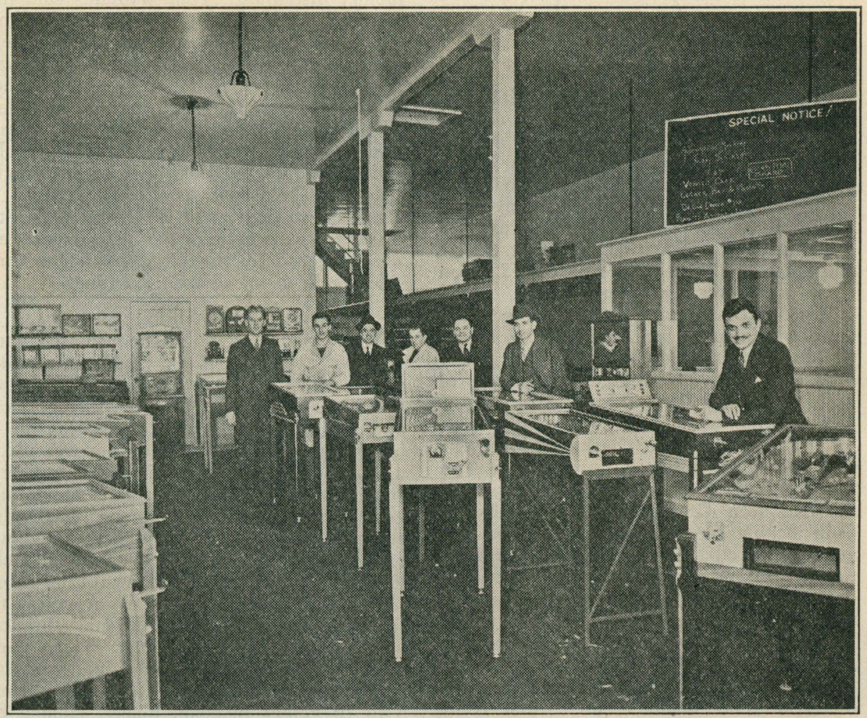
"While we will cheerfully admit that the pin game type of machine is by far the largest of our total volume, none the less we do carry in stock every type of vending and service machine on the active market, and our sales of these items is a very substantial part of our total.

"In vending machines we particularly feature the 104 different types made by the Advance Machine Co. of Chicago, which firm's products we distribute here on the coast. In the cigarette machine field we are the exclusive distributors for the National Cigarette machine of St. Louis, by far the most attractive, and most fairly priced machine on the market.

"Garage space in our own building is large enough to handle two cars at the same time."

Street frontage of the Advance Automatic Sales Company's new quarters. The firm occupies the entire building.

◆ Wolcher's New Quarters ◆



Interior of the new quarters of the Advance Automatic Sales Company in San Francisco. Lou Wolcher, head of the firm, is on the right of the picture wearing the broad smile.

◆

Coast Men Off to Show

LOS ANGELES—The 6:30 P.M. train on the Southern Pacific lines steamed out of Los Angeles on the 13th bearing the local men taking in the 4 day coin machine show at the Sherman hotel in Chicago opening on February 18th.

Among those leaving for the show were Sol Gottlieb, Abe Chapman, Mr. Glanz, Harry Stearns, R. S. Diller, Frank Kozinsky, H. L. Stuart and Jack McClelland.

◆

"Would you mind walking the other w'y and not passing the 'orse?" said a London cabman with exaggerated politeness to the fat lady who had just paid a minimum fare.

"Why?" she inquired.

"Because, if 'e sees wot 'e's ben carryin' for a shillin 'e'll 'ave a fit."

New Four Shot Game

CHICAGO—Exhibit Supply Company introduced another new idea game this week in what they call Radio Station. It is a 4 shot game. There are 4 holes that allow free plays. An unusual display card reads "For Greater Amusement tune in Radio Station I.O.U." The player is then directed to "shoot three balls to tune in Station I.O.U. and shoot the fourth ball to get distance."

The playing field is similar to Exhibit's Rebound except that holes have the letters I.O.U. instead of the customary scores and other holes have the numerals 2-3-10 etc. No reward card is necessary because when the player spells I.O.U. and then places a ball in a numbered hole, the number on that hole indicates the number of skill points awarded.

"Radio Station is a fast game, ideal for locations where customers have a limited amount of time to spend," said Leo Kelly of Exhibit Supply Company. It is the kind of game that operators need because it enables them to get the big play from a location while the players are in the store at noon time when a tremendous amount of play is possible in just a very few minutes."

◆

Read the Review

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Fisher's Band On Vocalion

NEW YORK—Among dance orchestras the group of musicians which Scott Fisher has assembled under his leadership stands out prominently because of their high ability, as demonstrated in their handling of the particularly interesting arrangements which Scott always provides for any number. Vocalion records just completed by this orchestra who—as is the case with all Vocalion artists—are under exclusive contract, include some of the popular numbers most in demand at the moment and with a wide acceptance wherever heard.

"Tiny Little Fingerprints" and "In a Blue and Pensive Mood" make up Scott's Vocalion Record 2879, both numbers being presented in conventional fox trot rhythm. On Record No. 2878 are to be found "Haunting Me" and "Just a Fair Weather Friend" also as fox trots, and each of these four numbers has been given a special arrangement enabling the talented members of the orchestra to exhibit their utmost as to playing ability.

◆

Read the Review

Genco Offers New Jobbers, Distributors Golden Opportunity

LOS ANGELES—Opportunities to become the top-notch jobbers in the states of Oregon, Idaho, Utah, Colorado, Nebraska, North and South Dakota, Texas, New Mexico and Wyoming are offered by Genco, Inc., in an announcement made this month.

Commenting on the opportunities awaiting jobbers in these sections, Dave Gensburg, of Genco, said:

"Here is an opportunity for jobbers and distributors to come right to the front in the state in which they are now located. Criss Cross, with lights, was introduced in the state of California about the fifteenth of January and today it leads all sales for the jobber and distributor and is taking in more money for the operator than many competitive games on the Pacific Coast. When the game was introduced in Los Angeles for test, and after three weeks play, the game seemed to gain momentum in 'take' instead of falling off as most games do. For example, one game on location took in $80.00 the first week, $92.50 the second and $138.00 the third week and is getting better all the time.

"Here is an opportunity for Mr. Jobber or Distributor to tie up with a game that is a proven winner. In other words you are not buying a pig in a bag, but something that is proving itself beyond a doubt the biggest and fastest money maker on the market today. The operators that have Criss Cross say it is like old times when the game will pay for itself the first week or two."

◆

Read the Review

◆

Pittsburgh Burglars Raid Oriole Offices

PITTSBURGH—The offices of the Oriole Coin Machine Corporation, 1410 Fifth Avenue, were burglarized some time during Saturday night, January 12 and Monday morning, January 14. Alfred Block, manager of the store, said only a few dollars were taken. Evidently the thieves had expected much better results than those obtained.

This same thing happened once during the time the building was occupied by a bank. Precautions have been taken to forestall the possibility of this again happening.

Mills Celebrates 47th Anniversary

CHICAGO—Mills Novelty Company is this year celebrating its 47th year.

As fitting testimony of the record of this great concern, Mills Novelty Company is now building a four-story factory addition to its huge factory and a brand-new four-story office building. The Mills factory and office will cover five city blocks in the City of Chicago. Employment is furnished to over 1500 people. The Mills organization is headed by Fred L. Mills, president, who says, "This is our fifth factory addition in six years, and has been made necessary due to the tremendous development of our business during the past twelve months. 1935 will undoubtedly be by far the biggest year in our business." Ralph J. Mills is Vice President; Herbert S. Mills is Treasurer; and Hayden R. Mills is Secretary. The Mills organization is modern, closely knit, high keyed. It is always able to do big things on short notice, and its record is truly an inspiring one.

Mills plans to introduce at the Coin Machine Show this year at least twelve brand-new models of its various products, and it feels sure that these machines will meet with instant and universal acceptance.

◆

Replay Feature On Quick Silver

CHICAGO—A device making possible the replay of free games and thereby requiring less of the location owner's time is a feature of Quick Silver, a new pin game announced by the J. H. Keeney & Co.

Quick Silver has a free game registering device that automatically records free games won by the player and deducts one for each free game played. It also records the payouts made by the location, permitting an accurate check by the operator.

◆

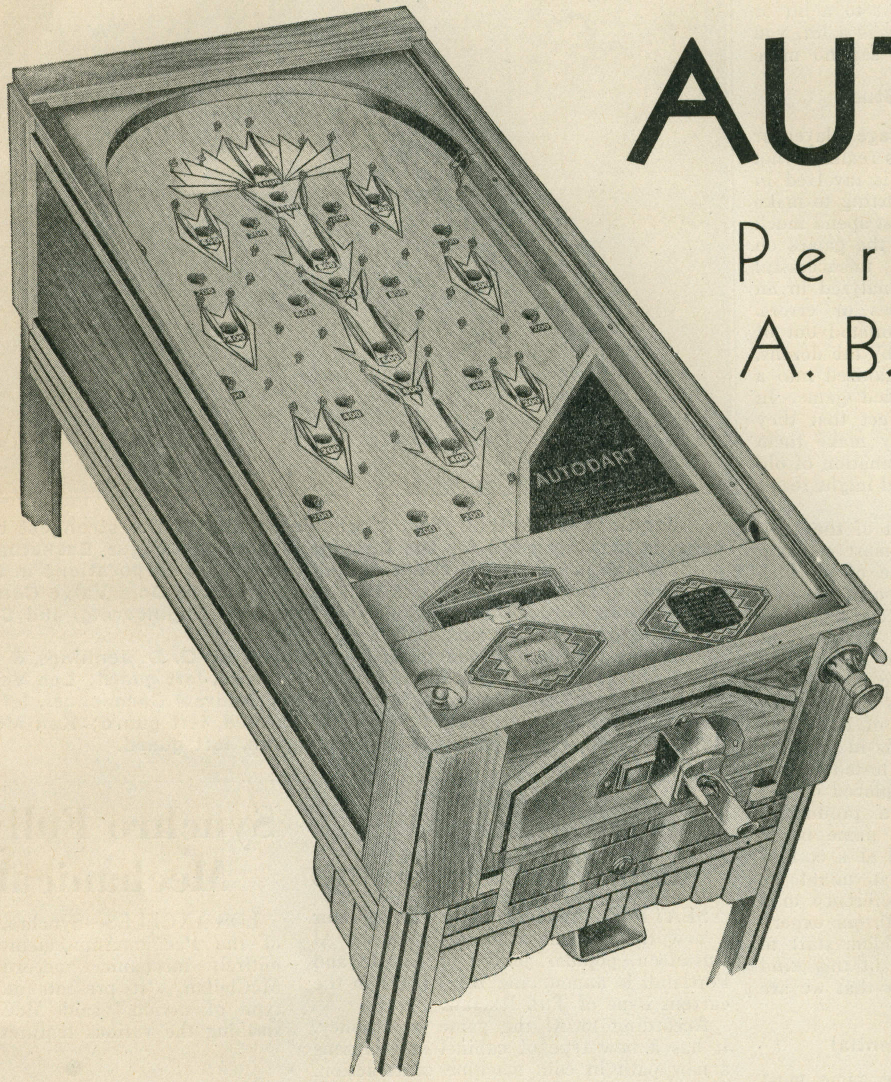
Ole Olson, who came into the village one day and inquired of the restaurant proprietor, "Got any squirrel whiskey?"

"No," said the restaurant man, "but I can slip you a little Old Crow."

"Aye don't vant to fly," said Ole. "Aye yust vant to yump around a little."

REVIEW CLASSIFIEDS BRING RESULTS Yet Cost Only 2c Per Word

And Now! The Ticket Machine!



AUTODART

Perfected By A. B. T. Engineers

- ***It issues a ticket with the score.***
- ***It always works.***
- ***It takes and holds the best locations.***
- ***It guards against loss of profits.***
- ***It saves the location owner's time.***
- ***It makes you more money.***

Making Pin Table History. Get The Facts.

For months back, operators have known that A. B. T. was perfecting a TICKET MACHINE. Now this table is an accomplished fact, an innovation that MUST change the whole course of operating history. For every location owner will PREFER to cease taking time to check up players' scores. The AUTODART does it for him. The machine vends the ticket score to the player. If it is a winning number, the player simply presents the ticket. The ticket then becomes a payout record giving the operator complete protection. No chiseling possible.

SOLVING THE BIG PROBLEM. MECHANICAL PERFECTION.

A. B. T. had a head start! There was its famous Automatic Totalizer, printing scores on a tape within the machine. A few changes, and presto, this Totalizer became the perfected Ticket Machine! Now operators are taking the AUTODART Ticket Machines faster than we can produce them. They say it's the smartest idea, the biggest money maker in the whole present field.

SEE IT AT THE SHOW. OR SEND FOR FULL FACTS.

To do this Ticket Machine justice we've pictured and described it in a four page circular in full colors. This machine is NEWS. Don't fail to learn all about it. All the usual A. B. T. features of quality, beauty, special devices for operating safety. See it at the Show—or send for circular today. You will be intensely interested—and pleased by the moderate price.

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For All Operators

This is a real book of operating secrets—***not*** an advertisement. It is A. B. T.'s sincere, genuine effort to help ***all*** operators whether they use A. B. T. machines or not. Packed with the ***actual experience of thirty years.*** No theories. It tells ***what to do*** to solve scores of operating problems. Experienced and new operators alike will find this book ***invaluable.*** It will undoubtedly help you increase profits.

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Game Design Principles Needed in Making Winner

By
DOUGLAS R. WISER
OF CALIFORNIA GAMES COMPANY

In the early days of marble game manufacturing the procedure of designing a game suitable for the purpose was probably an item of only slight interest to the manufacturer, his chief problem at that time being one of mechanics, construction and marketing.

Eventually, however, all manufacturers became equally efficient in overcoming these obstacles and began to look for other ways of making more interesting games.

One manufacturer developed a game where each hole automatically registered its score when a ball was placed therein. At the end of the game the player had his score right in front of him and all he had to do was add it up. Another manufacturer furthered this idea and built a game with a "totalizer," or device for adding up in succession each number as it was made. Shortly after this, there appeared the first principle of progressive scoring. The use of this idea in marble games made a tremendous hit and swept the industry off its feet.

Following this came intricate boards that popped balls up from under the playfield automatically and afterwards projected them around the field into a scoring unit. On the heels of ball poppers, ball ejectors, and the progressive score idea (to which some manufactures still adhere tenaciously) came the idea of electrical "ball throwers" which did not throw balls *out* of holes but into *them.* Although the "out" hole was still retained on many games, it soon became common practice to permit the player to recover his "out" balls if he placed a ball in the right hole provided for the purpose.

The Research Department

The designing of more interesting games has become more important to manufacturers and many factories have a special research or designing department set aside for this purpose. It was soon learned that if a game is to be successful with the public it must follow certain "game principles." For instance, if a game is put on location with two odd-colored balls, one doubling the score of the pocket played and the other subtracting, a similiar game with only one odd-colored ball doubling only, is found to be a better game and earn more money. Hence, this simple test might illustrate the principle of "never take anything away from the player or never force him to make something he doesn't want."

At the present time there seems to be two definite types of pin games: the payout game and the novelty high score game. Novelty games must stand mainly on their suspense and cleverness of action and furnish an amusement incentive as well as a "win" incentive. On the payout game the player is attempting to win free games in whatever manner possible and is probably not as interested in being amused. In building the novelty game an important consideration is the use of the featured gadget. Too much use of it will spoil the player and too little use will antagonize him. Sometimes games come on the market that do everything but make the marbles talk but lack player appeal because it is almost impossible to obtain the highest numbers, although it is possible to make winning scores.

So if you plan to make novelty games, make them mean something to the player besides popping balls or whirling disks.

The story of play and novelty features of a marble game may in themselves appear interesting and "sure-fire stuff" to some manufacturers. In fact, many companies advertise that they have tested models of their games in the field and found them to be overwhelmingly successful before they ever started manufacturing on a large scale. This may be true and a good idea from the sales standpoint, but if a proper study is made of the principles involved in creating a game it is not necessary to test it so extensively, as it leaves the operator with the impression that perhaps you, as the manufacturer, do not know what you are doing, and have to resort to a hit or miss proposition. If the game is a hit, you go ahead; if not, then you say no more about it.

Success Due to Study

It is doubtful if the average player or operator of amusement games realizes what a long and difficult process is involved in creating his game. Before starting to make any game a manufacturer must spend much time and money in studying the games on the present market. Even unsuccessful games must be thoroughly analyzed in an effort to discover weaknesses or errors. Ideas, which must be accumulated out of thin air, must be assembled by the dozens. Afterwards they must be organized into a simple, interesting and unified game. In organizing such ideas, the fact that they are new does not necessarily make them worthwhile, as a proper combination of old ideas sometimes has value and might result in a successful game.

In the research department of the California Games Company the most common method of judging the value of an idea begins first with a visualization of the idea itself and all its related forms that constitute "game sense." Rough drawings of individual units are prepared and turned over to a competent mechanic or engineer who makes precision drawings and working models. Several such models of individual units that illustrate the actions in different forms might be made and tested before any one of them is actually placed on the key game board used as a production model. Even after an entire game board is worked out and completed at a cost of many hundreds of dollars it might be discarded or set aside in preference to a newer or more original idea. In our experimental shop, however, we seldom start to spend much money on work of this kind unless there is some certainty that we are on the right track.

Five Principles Essential

To be successful a marble game must follow certain definite principles of game design. These principles are originality, timeliness, beauty, suspense and simplicity. In addition to these basic requirements, a game must be constructed well and operate with mechanical precision; and although some units of the game may be complicated mechanically, the game as a whole must be simple and understandable to the average player.

It is hard to define originality by saying that it is something new since many ideas may be new and different but not necessarily good. Originality goes far beyond the meaning of the word "difference."

Seasonal timeliness of a game is not of great importance since many football games are now appearing on the market at the close of the football season, and baseball marble games have made their appearance in off seasons and scored big successes. The right moment to release a certain game depends a great deal on the attitude of the public. For example, a game dealing with politics and elections might have gone well with the public during the last general election.

The beauty of cabinet and playfield design has been somewhat overlooked in the past by some manufacturers but now seems to be receiving more attention. If players are to be attracted to a marble game, the cabinet itself should be the first thing to secure interest. It, as well as the game itself, should be an original and new creation in modern design—and if possible it should be the outstanding piece of furniture on the location.

Suspense Important

The theory of suspense in games should be as important as suspense in a motion picture. If the entire story were told in the first reel the last five reels would be dead-heads. It is almost necessary now to carry suspense to the very last ball. A significant step in this direction was the introduction of the "out hole return" feature which enabled the player to recover several balls with the last ball played. This idea also provided a novelty action feature that has been widely utilized by many manufacturers.

In making a marble game readily understandable to the player the manufacturer in reality prolongs its life and increases its popularity. In this respect unity and coherence work hand in hand with simplicity. If all classes of players can see the meaning of a game at first glance the chances are better that more people will play it.

A discussion of the essentials of game designing could be endless, as it is probably one of the most involved of professions. Today going to the left and tomorrow to the right, and next week might find us way back where we started five years ago. But it seems that now, with the wide distribution of games throughout the world, there is a definite place for amusements of this kind and the future holds much promise for the wide-awake and alert manufacturer.

• Jennings Out for Championship •

O. JENNINGS & COMPANY
O. JENNINGS & COMPANY
O. JENNINGS & COMPANY
O. JENNINGS & COMPANY
O. JENNINGS COMPANY
O. JENNINGS
JENNINGS COMPANY
O. JENNINGS & COMPANY

Jennings Basketball Team, considered one of the strongest teams in Chicago, is making a bid for the Chicago Industrial League Basketball Championship, which is an annual event among the largest corporations in the city.

During the last few weeks they have defeated Dole Valve Company of Chicago, Allied Screw Company, Coyne School of Engineering, and Chicago Printers All-Star Team in succession.

Every member of the team is employed by O. D. Jennings & Company.

From left to right, front row, George Reed, left guard; Leo Vergin, left forward, Captain; Dan Igyarto, left forward; Andrew Carmichael, left guard. Top row, Clifford Jecmen, center; Howard Bersted, left guard; Ken Morley, Coach; John Nimeth, right forward; Ray Hermann, left guard.

Gustafson Has New Ticket Game

SEATTLE—Announcing to the operator a new ticket game moderately priced Al Gustafson, popular jobber of Seattle and Portland, is announcing BAG DAD in the current issue of THE REVIEW.

According to Al the game is a honey. It has a new type of cabinet and blazens a new path in coin machine construction. Al expects to be able to start deliveries on the new game about the middle of February and operators are anxiously looking forward to seeing a sample of the new game.

•

Gaffney Joins Eric Wedemeyer

NEW YORK—James C. Gaffney, formerly of the International Mutoscope Reel Co., Inc., was appointed general manager of the Eric Wedemeyer organization as of January 15th.

His wide acquaintance and enviable reputation in the coin machine field should prove valuable assets to the Wedemeyer organization.

Synchro Fully Mechanical Game

LOS ANGELES—Synchro, the new game of the Pacific Amusement Mfg. Co., is entirely mechanical according to Herb. McClellan. "It presents an entirely new type of action," said McClellan, in describing the various features of the game.

•

Pretty Redhead in Double Harness

SAN FRANCISCO—The redheaded stenographer who is so popular with the boys down in the offices of the Advance Automatic Sales Company was married on January 22nd and is now Mrs. Jerry Aloysious Callahan, Esq.

After the ceremony she hied off with her new hubby and, as Lou might say, "left me in the lurch for a week while she revelled in the joys of holy matrimony."

Best wishes of the S. F. operators go out to Mrs. Callahan and her husband.

•

Skill Lite-A-Line Legal to Operate

LOS ANGELES — Dispelling rumors afloat that the skill Lite-A-Line game of the Pacific Amusement Mfg. Company is not a legal game, Herbert McClellan, Pacific coast manager for the firm, states emphatically that the new skill model Lite-A-Line can be operated anywhere for the game combines every principal known to skill game manufacturing.

•

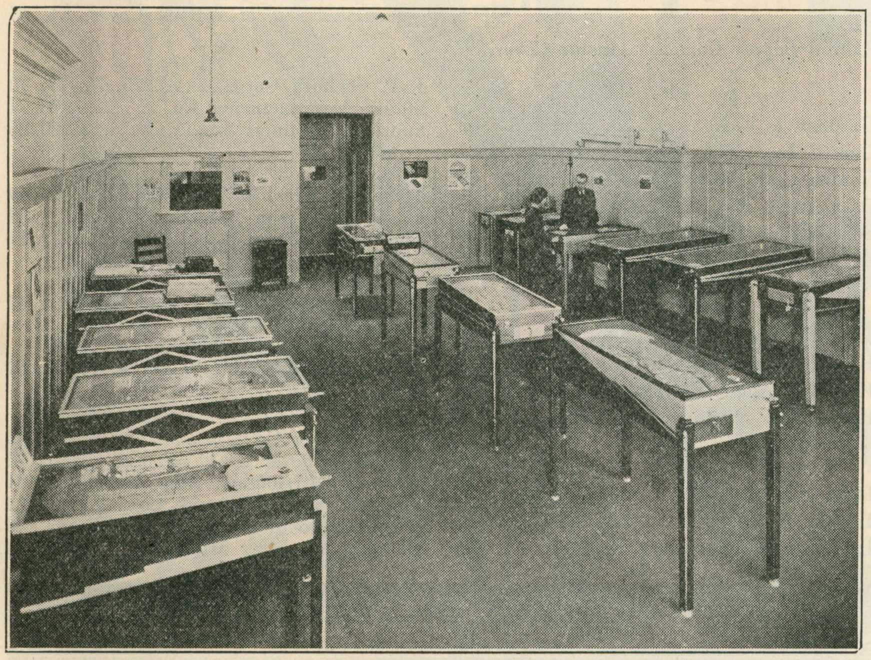
Wedemeyer Gets California Games

LOS ANGELES—Arrangements were made here during the recent visit of Eric Wedemeyer, whereby the Wedemeyer office at 2401 Main Street, Houston, Texas, will represent the California Games Company in the sale of their products in the states of Texas, Louisiana, Arkansas and Oklahoma.

• National in San Francisco •

NATIONAL
AMUSEMENT CO.
NATIONAL AMUSEMENT COMPANY

Here is the new San Francisco branch of the National Amusement Co.



Display rooms of National's San Francisco branch.

Membership Growing In Long Beach Ass'n

LONG BEACH — Marking a steady growth during the brief five-month period of its existence, the Long Beach Coin Machine Operators' Association now has a membership of 30 and is still going strong.

Through smooth functioning the association has eliminated friction among operators and by working together they have secured an occupational tax that serves a protective purpose in keeping the field open for operators and at the same time contributing to a substantial gain in city revenue.

THE REVIEW took membership card No. 1 when the association was organized in September, 1934.

Officers are Ted Lawrence, president; C. J. Eshleman, vice-president, and Joseph Richarme, secretary-treasurer.

A LONG LIFE . . . . BIG PROFIT GAME
CHEVRON
HARRY WILLIAMS' LATEST. SEE IT TODAY.

MID-WINTER SPECIAL
SUM CHEW BALL GUM
$11.60 per case of 10,000 balls

No less than one case nor more than 3 cases sold to one customer at this price. This offer expires as soon as 300 cases are sold. We require a deposit of 25% or more on C. O. D. shipments.

M. T. DANIELS
1025-27 UNIVERSITY AVENUE WICHITA, KANSAS

Genco's Criss Cross Wins Instant Popularity

CHICAGO—Genco, Inc., is proud of the fact that of the thousands of "Criss Cross" pin tables already delivered to the trade all over the world, not one has been returned to the factory because of a mechanical imperfection.

It is interesting to read some of the unsolicited testimonials received by the Genco firm from operators and jobbers who wanted to express their appreciation for such a dependable game. One operator who is running a string of fifty "Criss Cross" tables stated that of all his games not one has been laid up for repairs. Another operator reports that "Criss Cross" tables are pulling him out of the red.

Although "Criss Cross" has been on the market for just a little over a month or so, one large metropolitan jobber has sold over 500 games. Other jobbers have either sold an equal number or close to it.

"Criss Cross" is a clever pin table adaptation of the age-old "Go-to-Mill" game we all played in our younger days. Remember all those hours we spent putting those circles and X's in the right spot so we could fill a line? The play is extremely simple but extremely interesting. The playing field has but eleven holes. The trick being to fill lines horizontally, vertically or diagonally. Instead of a skill hole there is a hole at the top that if "made" adds a line to the player's score. After each line is completed a slide appears on the score register at the base of the playing field.

Another reason for the popularity of "Criss Cross" is the striking beauty and richness of both the playing field and the cabinet. De luxe in size and appointments, the cabinet is smartly set off by the highly polished hardware. The playing field not only enhances the beauty of the game but also adds to the allurement and appeal.

From every indication, Genco officials are apparently justified in their enthusiasm over "Criss Cross."

Sell Record Number Games

NEW YORK—To Nat Cohn and Irving Somner of the Modern Vending Company goes the distinctive honor of selling over a million dollar's worth of pin games during 1934.

Never before in the history of the coin machine business has any distributor approached this record nor does it seem likely that any distributor will for some time to come.

Modern Vending Company are perhaps the most unique distributing organization in the world. They sell very few machines direct to the operators yet they are in constant contact with all the operators in their territory helping stimulate sales for their jobber customers. Their greatest sales are to the jobbers in the states of New York, New Jersey and Connecticut, for which states they have the representation of the leading manufacturer's products in this country.

•

Boyle Appointed Oklahoma Distributor

CHICAGO—Boyle Amusement Company of Oklahoma City has been appointed Oklahoma state distributor for the Bally Manufacturing Company, producers of ACTION, SKYSCRAPER, RED ARROW and other well known pin-games. Jim Boyle, head of the concern, is well known in Southwestern coin-machine circles and his many friends are predicting great success for Jim as Bally's distributor.

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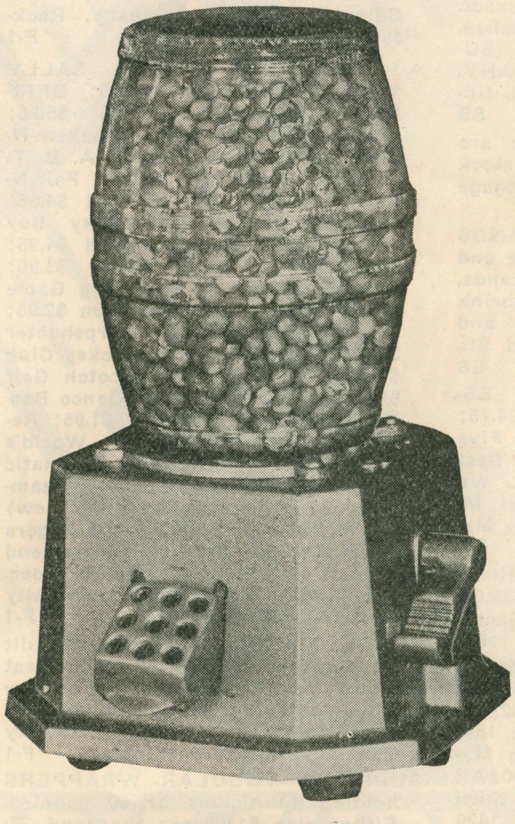
Read the Review



The MITY-MITE

The Champion Miniature
MONEY-MAKER

Designed Especially for Bars and Booths but a Profit-Maker Anywhere!

It Sells More Nuts
Because of its size the public knows the nuts are always *Fresh*
Size: 11½″ High
6¾″ Square at Base

Plenty Locations Good for a Dozen

SPECIAL PRICE
1 or 10
$3.50
Each Machine Carries a Factory Guarantee!

R. H. OSBRINK MFG. COMPANY
Aluminum Foundry and Machine Shop
1412 East 62nd St. Los Angeles, Calif.
Phone: LAfayette 2883

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RATE—2c Per Word. Minimum 75c

Cash with order with all Classified copy. Final forms close at Los Angeles on the 1st of each month. No general delivery address ads accepted.

MAILING LISTS: Newly compiled of buying operators and jobbers from coast-to-coast, or by states if desired. 2,500 names $5.00, 5,000 names $9.00, 7,500 names $12.00. We guarantee our lists to be up-to-date and accurate because of regular mailings. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Illinois. SS

OPERATOR WILL PURCHASE route of paying peanut machines in Los Angeles. Box J-11, THE REVIEW, 1113 Venice Blvd., Los Angeles, Cal. J-1

"SPEEDY" Penny and Nickel Aluminum Tube Coin Counters. Stacks and counts accurately and makes wrapping easy. Fits vest pocket. When ordering state whether 1c to 5c size. They come in two sizes. Money refunded if not satisfied. Price $1.50 each postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Illinois. SS

A REQUEST ON A POSTAL CARD will bring you our complete list of new and used machines. Write today. Sol Gottlieb Co., 1347 West Washington, Los Angeles. F-1

REVIEW ADS IN THIS DEPARTMENT cost only 2c per word, minimum charge 75c, cash in advance, and bring big results. Advertise your used machines in this department in our big March souvenir issue. Forms close March 1st for classifieds.

ATTENTION OPERATORS: New Secret Method increases profits weekly up to $3.00 on each machine. If interested, send 3c stamp for details. Gordon Bland, P.O. Box 112, Huntington Park, California. J-F-2

DO YOU COUNT PENNIES AND NICKELS? "PRESTO" coin counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price $1.50 each, Postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Illinois. SS

CORPORATE FINANCING—We are in the market for an attractive stock issue. Lane & Co., Lane Mortgage Building, Los Angeles. F-1.

METAL SLOT MACHINE STANDS $2.75 each. Stewart & McGuire and National Cigarette Machine Stands, $2.50 and $2.85 each. R. H. Osbrink Mfg. Co. Aluminum Foundry and Machine Shop, 1412 East 62nd St., Los Angeles. LAfayette 2883. SS

RECONDITIONED BARGAINS: ESQUIRE, perfect condition, $24.75; Signal, Jr., like new, $23.50; Five Star Final, $1.95; Goofy, $1.95. Best trade-in allowance in America. We have all the latest hits. Karl M. Ruppenthal, "The Best In Coin Machines," Russell, Kansas. F-1

FOR SALE: Ten Automatic Pay Rockets, as good as new at each $35.00. L. B. Smith, 4457 H Street, Sacramento, Calif. F-1

JENNINGS JUNIOR SCALES $30.00 each, lots five $25.00. Mills Junior Scales $32.50 each, lots five $27.00. Pace Junior Scales $25.00 each, lots five $22.50. Advance Shocking Machines $5.00 each, lots five $4.00. All machines in A-1 shape. One-third deposit. H. W. Des Portes, 1429 Lincoln Street, Columbia, South Carolina. F-1

PHOTO MACHINES, automatic, drop dime in slot, pose, and presto! . . . out comes your picture on a large button in just one minute. Priced at only $80.00 for quick sale. Also have 2 World's Series at $4.99 each. Twenty Empire candy and peanut Venders for $2.99 each. All ready to go and you will admit they are bargains. Address: Manager, Penny Arcade, 1735 Curtis, Denver, Colorado. F-1

TWO MODEL E IRON CLAWS with latest turn table attachments and in excellent condition, $75 each. One Dewey (5c play) slot machine. Good mechanical condition, $45. One 3 Jacks (1c play) $5. Gorman Brothers, 1120 East Church Street, Stockton, California. F-1

JENNINGS FOOT BALL, $37.50; Golden Gate Senior, $29.50; Signal Junior, $29.50; Drop Kick, $25; American Beauty, $19.50; Fleet, $16.50; Blue Ribbons, $14.50; Airways, $10.00; World Series, $10.00; Blackstone, $9.00; Mills Official, $5.00; Play Boy Senior with Stand, $4.50; Shamrock Pin Game, $3.50; Pennant, $10.00; Field Champion, $2.50; Field Big Shot, $2.75; Screwy with stand, $4.00; Three Ring Circus with stand, $4.00; Mills WOW, $1.75; Baffle Ball, $1.50; Bally Skippers, $2.75; A.B.T. Rollet, $3.00; A.B.T. Three Jacks, $3.00; Mills Shockers, $2.50; Mills Fortune Tellers, $2.50; Spiral Golf, $1.50; Spiral Base Balls $1.00 each, $9.00 dozen; Vaudette, $2.00; Blue Bird Target Vender, $1.50; Lark, $4.00; Bat-A-Balls, $2.00; A.B.T. Target Skills, $3.75; Indoor Striker, $5.00; Filmascope Basketballs 20 shots for Penny, $4.00; Blue Bird 1-2-3 Gum Vender, $2.00; Jennings Penny Duchess Serial over 11,000, $29.50; Mills Nickel Side Vender Silent, $45.00; Baby Grand Automatic Jackpot, $25.00; Jennings Today Vender, $10.00. Whitt Novelty Company, Columbus, Kansas. Deposit with order.

REBUILT MILLS Silent Escalator FOK'S Cabinets like new, also (War Eagle) Bells $52.50. Jackpot Bells $17.50. Venders $7.50. List Free. Coleman Novelty Company, Rockford, Ill. F-1

A-1 BARGAINS, SWEET SALLY $5.95; WHIRLWIND $5.95; OFFICIAL SWEEPSTAKES $5.95; World's Series $5.95; Shakem-N-Shoot $5.95; Jigsaw $4.95; A. B. T. Billiard Practice $4.95; Fair-N-Square $4.95; Mills Official $4.95; Broadcast Jr. $4.95; Lucky Boy (dice) $4.95; Radio Wizard $4.95; Baby Vender $4.95; Gypsy $3.95; Squirley $3.95; A. B. T. Big Game Hunter $3.95; Grand Canyon $2.95; Old Orchard $2.95; Sharpshooter $2.95; Good-Luck $1.95; Jockey Club $1.95; Standard $1.95; Scotch Golf $1.95; Ske-Bal-Ete $1.95; Genco Basket Ball $1.95; Play Boy $1.95; Relay Sr. (like new) $22.95; World's Series with Aultlander automatic pay off $28.95; Fleet $12.95; Streamline $9.25; Pontiac Sr. (like new) $27.50; Spark Plug $29.95; Jiggers (with steel stand) $5.00; Please send deposit of 25% or more with order. M. T. Daniels, 1027R University Ave., Wichita, Kansas. F-1

LARGEST STOCK HIGRADE, Rebuilt Venders and Bells $7.50 up. Lowest factory advertised quotations on new equipment. Descriptive illustrated circulars free. Coleman Novelty Company, Rockford, Illinois. F-1

SUPPLIES—TUBULAR WRAPPERS holding 40 nickels or 50 pennies. Either size $1.00 per thousand. ⅞ inch glass balls for Crack Shot, Live Power, Drop Kick, Lightning and many others 75c per set of 10 balls. Percentage regulators for Pace, Mills, Jennings or Caille machines (10 or 20 stop) 50c each. M. T. Daniels, 1027R University Ave., Wichita, Kansas. F-1

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PENNY ARCADE EQUIPMENT — Send for list. Ideal Novelty, 3003 Lemp, St. Louis.

SLOT BARGAINS—Territory closed—12 Nickel Jennings, single and triple jax, $10 to $12.50, guaranteed good working condition. Right off locations; Watling old style Big Six and old style Roulette with jackpot. Six can play at one time. Machines cost $500 each. Guaranteed in first class working condition and appearance. Must be seen to be appreciated. $150 each or the two for $275. Mills blue and grey front Mystery Gold Award Escalators, high serials, nickels, $65; dimes, $67.50; quarters, $70; Jennings nickel escalators, $35; Mills penny Q. T.'s, $40; Two Mills gooseneck bullseye, 50c, one single jack and one triple jack front, $25 each. Your money back if they don't pay for themselves first week. Third down, balance C. O. D. All machines guaranteed and can be returned for other merchandise any time in 30 days. F. E. Magee, Taft, California.

Jennings Launches Ad Campaign

CHICAGO — A huge advertising campaign in six national magazines publicizing the recreational and amusement qualities of pin tables has been launched by O. D. Jennings & Company. Space has been bought in "Fortune," the "Sportsman," "Cherry Circle," "Inland Topics," "Time," and "Spur" magazines, as well as several private club publications.

When asked for particulars, Advertising Manager Ken Morley stated that this campaign is primarily for the purpose of popularizing the pin table.

•

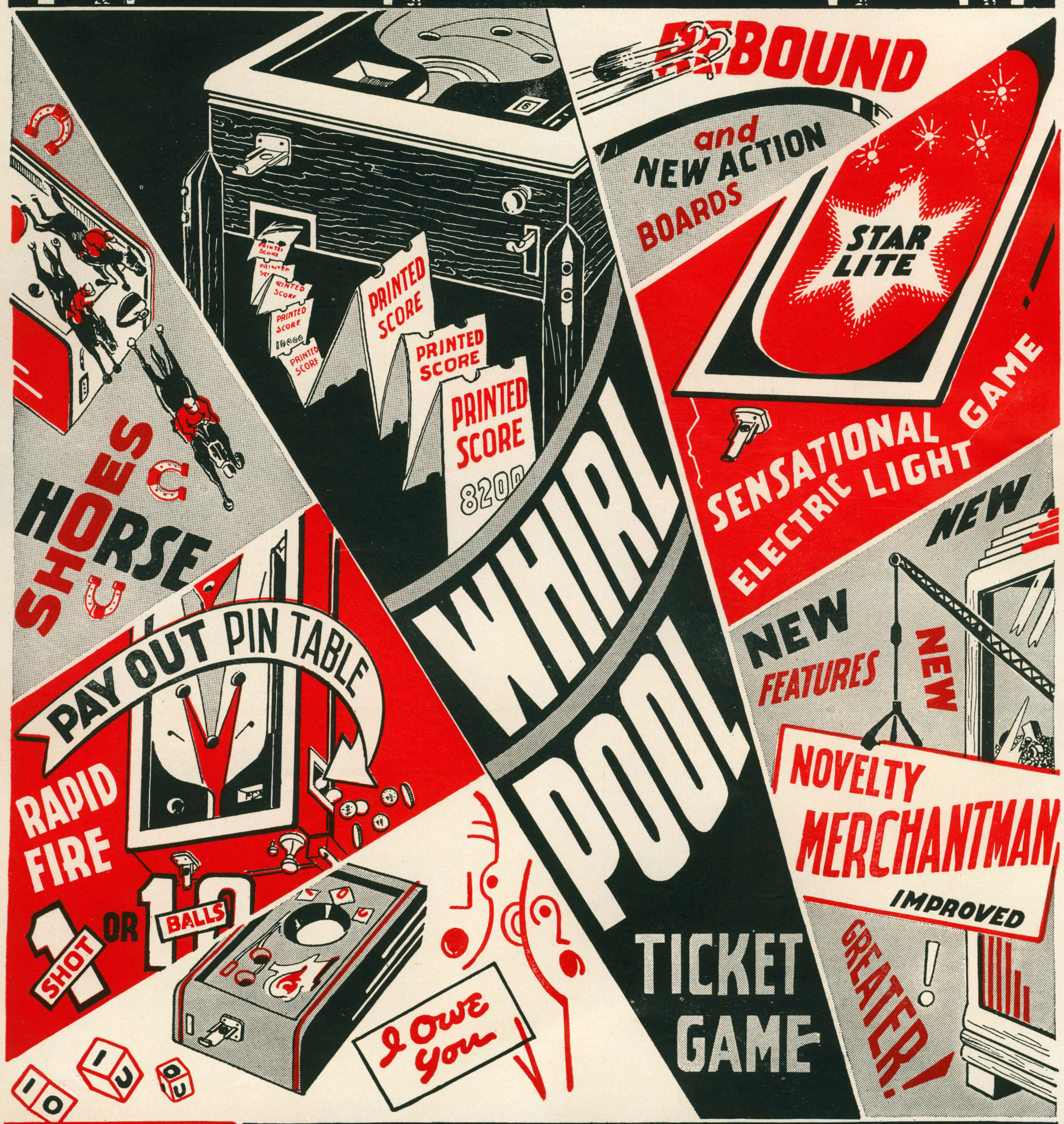
A. M. Heim Now With Morris and Davidson

CHICAGO—Morris and Davidson, Inc., Advertising, announces an addition to its staff with the appointment of Arthur Malkes Heim to take charge of the copy and publicity department. Mr. Heim, a graduate of the University of Chicago, headed many brilliant campaigns as advertising manager of a Chicago tea and coffee firm and was previously with a national advertising firm.

NOW an EXHIBIT QUALITY MACHINE FOR EVERY OPERATING NEED!

MECHANICALLY PERFECT IN EVERY DETAIL

SEE THEM AT BOOTHS· 59-60-61-62-63 ·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RAPID FIRE
1 SHOT OR 10 BALLS
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